

# Tiffany Milliken

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## SENIOR LIFECYCLE, LOYALTY, RETENTION & CUSTOMER GROWTH MARKETING LEADER

Senior marketing leader with nearly 20 years scaling retention and customer growth programs at enterprise consumer businesses, most recently driving \$10M+ in incremental revenue across a 5M-subscriber base through predictive modeling, journey orchestration, and MarTech transformation. Grounded in customer psychology and the "why" behind how people think, choose, and stay, translating behavioral insight into lifecycle strategy and marketing that builds trust and measurable growth. Energized by fast-moving environments that value ownership, creativity, analytical rigor and smart decision-making.

### CORE COMPETENCIES & STRATEGIC SKILLS

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| ❖ Retention & Lifecycle Strategy                 | ❖ Brand Positioning & Storytelling              |
| ❖ Subscription Growth & Consumer Economics       | ❖ Performance Marketing & Attribution           |
| ❖ CRM: Email, SMS, Direct Mail, Push, Paid Media | ❖ Experimentation & Data-Driven Growth          |
| ❖ Segmentation, Automation & Lifecycle Design    | ❖ Cross-Functional Executive Leadership         |
| ❖ LTV Growth & Cohort Optimization               | ❖ Offer Strategy & Merchandising Alignment      |
| ❖ Loyalty & Customer Engagement                  | ❖ MarTech Transformation & Agile Methodology    |
| ❖ C-Suite & Board Stewardship                    | ❖ Servant Leadership & High Team Accountability |

### PROFESSIONAL EXPERIENCE

#### T-Mobile (Post-Acquisition of UScellular)

Chicago, IL

**Director of Digital Marketing, Lifecycle & CRM – Integration Leadership** | August 2025 – December 2025

*Directed enterprise-level customer integration strategy during the T-Mobile acquisition, ensuring revenue protection and brand stability for a 5M+ customer base during a high-stakes transition. Role concluded upon completion of integration milestones.*

- M&A Strategy & Integration: Architected the cross-channel migration and customer positioning strategy for a 5M+ customer base, collaborating with Product and Legal to mitigate churn and operational risk during a sensitive transition.
- Operational Continuity: Maintained 100% of performance objectives during a period of extreme ambiguity, safeguarding customer trust and execution velocity.

#### UScellular

Chicago, IL

**Director of Digital Marketing, Lifecycle & CRM** | May 2023 – August 2025

*Full P&L and performance accountability for the lifecycle growth strategy, including strategic sales and retention marketing campaigns, for the 5th largest U.S. wireless carrier, overseeing 85M+ lifecycle touchpoints across email, SMS, push and direct mail.*

- Revenue Growth & Segmentation: Owned full-funnel lifecycle strategy integrating paid media, lifecycle campaigns, and personalization, spanning onboarding through win-back, driving \$10M in incremental revenue through 300+ targeted campaigns.
- Data-Driven Optimization: Built incrementality measurement and cohort analysis frameworks in partnership with Finance and Data, scaling predictive models (churn, Next-Best-Offer) that increased trigger-based performance 150% and tied lifecycle KPIs to financial outcomes.
- Enterprise MarTech Modernization: Directed a \$5M digital transformation (Braze/Adobe Workfront), realizing a 30% improvement in speed-to-market and enhanced cross-functional agility.
- Strategic Capital Management: Managed a \$27M+ marketing budget, balancing growth and margin through LTV modeling, payback analysis, and disciplined offer/incentive governance, maintaining churn under 1%.
- Large Scale Migration: Drove a \$2.5M enterprise initiative to sunset the legacy 3G/CDMA network, successfully migrating 90% of customers to 4G/5G and safeguarding customer experience during network transition; campaigns drove over a 25% conversion rate on average.
- Enterprise Growth Strategy: Partnered with executive leadership to shape integrated acquisition, retention, and customer lifecycle investment strategy. Co-authored and owned the enterprise-wide US Days customer campaign, driving 15% increases in store traffic, record low churn and 4.5% upgrade rates, highest of the year.

### **Senior Manager, CRM Content & Planning | March 2021 – May 2023**

*Led campaign planning, prioritization, and strategy for all lifecycle communications, including authoring roadmaps. Spearheaded the content marketing strategy and messaging architecture for Email, MMS, Direct Mail, and Paid Media.*

- Organizational Design & Agile Transformation: Built an Agile campaign planning and prioritization framework for a 25+ person cross-functional team, optimizing capacity resource allocation by 20% across a complex multi-channel lifecycle portfolio.
- High-Impact Growth Results: Delivered 18% lift vs. control, resulting in 56K incremental upgrades and over \$16.3M in revenue.
- Paid Media Optimization: Partnered with performance marketing teams to optimize paid search, social, and remarketing strategies aligned with lifecycle marketing and customer value segmentation.
- Enterprise Project Leadership: Designed customer strategies for high-stakes initiatives, including the 3G Network Shutdown and personalized Always-On triggers, significantly increasing customer satisfaction and retention.
- Stakeholder & Agency Management: Managed relationships with creative agencies and OEM partners (Apple, Samsung, Google) to align mutual business objectives; presented executive-level insights to translate performance data into strategic trade-offs.

### **Customer Engagement Strategy Manager II | June 2020 – February 2021**

*Evolved the existing customer touchpoint strategy, including quarterly communication planning which increased customer sentiment and attained identified KPI's associated with key business objectives.*

- Built quarterly omni-channel lifecycle plans aligned to churn reduction, improved sentiment or increased revenue per account.

### **PEAPOD, LLC – AHOLD DELHAIZE**

**Chicago, IL**

#### **Senior Manager, Integrated Marketing Strategy | January 2019 – March 2020**

*Owned lifecycle, retention and acquisition strategy for a subscription-based DTC e-commerce Grocery delivery service, balancing brand building with performance marketing to drive order growth.*

- Managed \$4.2M budget (marketing & incentives) with direct P&L accountability.
- Increased order frequency 1.5x, number of customers ordering by 3.5%, and average customer basket by \$6 through segmented lifecycle campaigns, personalized offer strategy, and winback automation.
- Piloted an auto-lapsed campaign that delivered a reengagement rate of 2%, securing regular incremental revenue.
- Relunched loyalty program with additional benefits, driving 15% lift in adoption.
- Targeted customer campaigns on average lifted basket \$35+ and produced a 4% reengagement rate for lapsed customers.

#### **Marketing Manager, Integrated Marketing / Loyalty & Retention | April 2018 – December 2018**

*Headed seasonal and channel planning process with Merchandising counterpart and drove loyalty & retention campaign efforts.*

- Led commercial planning process across merchandising, seasonal retail, and omni-channel, driving weekly performance optimization and in-flight campaign adjustments.
- Implemented stretch offers that saw a substantial basket increase of \$20-25 per customer, increased opens and conversion 3-5%.
- Initiated first ever cyber week deals which resulted in an additional \$600K impact in the week post-Thanksgiving.

### **U.S. TSUBAKI POWER TRANSMISSION, LLC**

**Wheeling, IL**

#### **Marketing Communications Manager, Marketing Analyst, Marketing Assistant | January 2008 – April 2018**

*Drove all marketing communication initiatives for five business units. Led a direct report and managed brand positioning, digital media, tradeshows and events, lead generation, content creation, and rebate programs for the largest global chain manufacturer.*

- Led Digital Marketing transformation, brand positioning, and sales support efforts, optimizing lead generation driving \$3M in pipeline growth.

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## **EDUCATION**

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- ❖ **MBA, Marketing | 2017 | Indiana University Kelley School of Business, Indianapolis, IN**
- ❖ **Bachelor of Arts, Business; Communications | 2005 | Lake Forest College, Lake Forest, IL**
- ❖ **Continuing Education, Graphic & Digital Design | Parsons New School of Design, New York, NY**
- ❖ **Continuing Education, AI Applications in Marketing | Indiana University Kelley School of Business, Indianapolis, IN**

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## **TECHNOLOGY**

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Adobe Experience Cloud, Braze, Google Analytics, Salesforce, Marketing Automation Platforms, CRM Platforms, A/B Testing, Responsys, Power BI, Tableau, DOMO, Sprout Social, Canva, AI Tools, Adobe Workfront, ClickUp, Smartsheet, SAS CI360