DM

DONYA MOGADAM

75208 Dallas, TX, donyamichele@gmail.com / 310-466-3999

SUMMARY

Dynamic, award-winning Product Marketing and Customer Lifecycle leader with 20+ years of experience driving enterprise growth, revenue expansion, and customer retention across telecommunications, SaaS, and subscription-based businesses. Proven success leading $1B+ portfolios, reducing churn, and delivering measurable business impact through data-driven strategy, AI-enabled marketing, and customer-centric innovation. Highly accomplished executive with deep expertise in go-to-market strategy, omnichannel marketing, customer lifecycle management, and advanced analytics. Recognized for building and scaling high-performing teams, leading cross-functional transformation initiatives.

SKILLS

- Product Marketing Strategy
- Go-to-Market (GTM) Leadership
- Customer Lifecycle Management (CLM)
- Customer Retention & Churn Reduction
- Revenue Growth Strategy
- AI-Driven Marketing Solutions
- Omnichannel Marketing
- Customer Segmentation & Targeting
- Digital Transformation Leadership
- CRM & Customer Engagement
- SaaS & Subscription Business Growth
- Cross-Functional Team Leadership
- Advanced Analytics & Insights
- Loyalty & Customer Experience Strategy
- Marketing Automation and Optimization
- Brand Growth & Customer Acquisition

EXPERIENCE

Director, Wireless & Broadband Product Marketing / AT&T - Dallas, TX *2014 - 2026*

Led enterprise-scale product marketing strategy and execution for a $1B+ wireless and broadband portfolio spanning fiber, fixed wireless, and mobility solutions. Directed high-performing teams of up to 12 across customer lifecycle management, go-to-market strategy, retention, digital transformation, and advanced analytics initiatives.

Business Growth & Revenue Impact

- Spearheaded strategic programs generating more than $1.1B in annual revenue, including $45M in ACV and $32M in incremental monthly revenue growth.
- Reduced promotional and offer spend by $15M per month without increasing churn through precision targeting, customer segmentation, and lifecycle optimization.
- Delivered $72M in operational savings by optimizing segmentation models and treatment strategies across multiple customer engagement channels.
- Led digital transformation and automation initiatives that produced $2M in recurring monthly cost savings from launch.

Customer Retention & Growth Strategy

- Increased product adoption by 125% year-over-year while reducing churn by 24% through optimization of RG Gateway Swap programs.
- Improved churn performance by 16–29 basis points YoY through targeted CLM speed upgrade campaigns, mover initiatives, and mobility retention strategies.
- Designed and scaled White Glove retention programs for high-risk customer segments, lowering churn by 16 basis points and reducing call volumes by up to 62%.

Advanced Analytics & AI-Driven Innovation

- Architected AI-powered solutions to proactively identify and resolve order conflicts, preserving 8,000 customer accounts monthly and protecting $32M in recurring monthly revenue.
- Integrated propensity modeling across Fiber, Movers, and Mobility programs, reducing treatment costs by 76% while improving churn performance by 23–24 basis points.

Omnichannel Marketing & Digital Experience

- Developed multimodal engagement strategies across web, IVR, outbound communications, and hyperlocal targeting to enhance customer acquisition and retention.
- Achieved performance gains with 4–7% increases in digital engagement and 5–15% growth in device upgrade conversions.

Leadership & Organizational Impact

- Built and led diverse, high-performing teams for more than 15 years, fostering a collaborative, customer-centric culture focused on innovation, accountability, and talent development.
- Recognized for mentoring emerging leaders and driving cross-functional alignment across marketing, analytics, product, and operations teams.

Director, Customer Experience & Retention / Guthy-Renker, LLC - Santa Monica, CA *2011 - 2013*

- Directed enterprise customer retention and lifecycle marketing strategy for premier beauty and wellness brands, including Proactiv, Meaningful Beauty, and WEN, driving sustainable customer growth and brand loyalty.
- Spearheaded end-to-end customer experience optimization initiatives across onboarding, engagement, and retention touchpoints to enhance customer lifetime value and long-term profitability.
- Delivered $4M–$5M in incremental lifetime value growth through strategic redesign of customer journeys, flanker program innovation, and precision-targeted retention strategies.
- Architected data-driven customer lifecycle management frameworks that strengthened customer engagement, improved retention performance, and elevated overall customer satisfaction.

Marketing Manager, Retention / J2 Global Communications, Inc. - Los Angeles, CA *2006 - 2011*

- Led acquisition, CRM, and customer retention strategy for eFax Corporate, a $40M enterprise SaaS portfolio, driving sustained revenue growth and customer engagement.
- Developed and executed lifecycle marketing initiatives focused on customer acquisition, onboarding, retention, and long-term account expansion.
- Expanded upsell and cross-sell programs that increased revenue per user, improved product penetration, and accelerated customer adoption across enterprise accounts.
- Leveraged customer analytics and segmentation strategies to optimize campaign performance, strengthen retention outcomes, and improve customer lifetime value.

Product Marketing & Loyalty Lead / The MLS - Los Angeles, CA *2004 - 2006*

- Directed product marketing, customer loyalty, and go-to-market strategy for a 14,000-member MLS organization, driving member engagement, retention, and revenue growth.
- Led strategic marketing initiatives to strengthen brand positioning, enhance member experience, and increase platform adoption across the organization.
- Launched multiple revenue-generating platforms and service initiatives, securing more than $75K in new business revenue while maintaining strong long-term member retention.
- Developed integrated loyalty and engagement programs that improved member satisfaction, participation, and ongoing organizational value.

EDUCATION

Bachelor of Arts: Psychology &Sociology
University of California - Los Angeles (UCLA)

LINKS

- linkedin.com/in/donyamogadam
  https://donya-mogadam.netlify.app