

Shani Nestingen

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Professional Experience

Versant Media (formerly NBC Universal – NBC Sports Next), Minneapolis, MN

Senior Manager, Solutions Architect (Salesforce Marketing Cloud)

Aug 2024 – Present

- Own the strategy and evolution of CRM messaging programs, driving audience engagement, retention, and lifecycle growth through Email, SMS, and Push.
- Lead end-to-end campaign development and optimization, delivering timely, behavior-based messaging that connects users to relevant content and experiences.
- Partner cross-functionally with Marketing, Product, Data, and Analytics teams to shape messaging strategy, ensuring alignment with audience needs and business priorities.
- Establish and scale experimentation frameworks (A/B testing, segmentation, performance analysis) to continuously refine messaging quality, engagement depth, and conversion.
- Build and evolve CRM infrastructure and automation strategies, enabling personalized content delivery, improved data quality, and actionable insights at scale.

Target, Minneapolis, MN

Lead Email Product Designer/Developer

May 2019 – August 2024

- Led strategy and execution of high-volume lifecycle messaging programs, delivering critical, time-sensitive communications across the customer journey.
- Drove \$51M in cost savings by optimizing messaging strategy and reducing unnecessary contact volume by 24%, improving overall engagement quality.
- Partnered with product, marketing, and engineering teams to design and deliver dynamic, personalized messaging experiences aligned to customer behavior.
- Built and scaled modular email systems and templates, enabling faster iteration, consistency, and improved storytelling across campaigns.
- Mentored team members and established best practices for messaging development, testing, and performance optimization.

Senior Email Product Designer/Developer

March 2017 – May 2019

- Led migration of 100+ templates to a new ESP, improving scalability and operational efficiency.
- Developed dynamic, data-driven messaging using AMPscript and data extensions to support personalization and targeting.
- Ensured consistent rendering and user experience through rigorous QA and cross-platform testing.

Additional Professional Experience

Novu, LLC, Minneapolis, MN – Sr. Digital Media Designer & Developer

Jun 2016 – Mar 2017

Novu, LLC, Minneapolis, MN – Digital Production Designer

Dec 2013 – Jun 2016

Skills

Salesforce, Salesforce Marketing Cloud (ExactTarget), Adobe Creative Cloud, Sketch, Abstract, Web/UI Design, Photo Editing, HTML Emails, HTML5, CSS/CSS3, JavaScript, SQL, AMPscript, Responsive Web Design, Google Analytics, Email Design, Wordpress, Eloqua, HubSpot, Constant Contact, MailChimp, Litmus Email Testing and Analytics

Certifications

Litmus, Certified Email Designer

Sep 2020

Education

Full Sail University, Winter Park, FL – MFA in Media Design

The Art Institutes International, Minnesota, Minneapolis, MN – BS in Multimedia & Web Design