

Candidate 17792564

Email Marketing Specialist

SUMMARY

He brings 4 years of dedicated experience as an email marketing specialist within the eCommerce sector. His expertise lies in crafting visually compelling and highly effective email campaigns. He demonstrates proficiency in designing and customizing email templates using Klaviyo, Figma, and Canva, ensuring alignment with client branding and objectives.

He possesses a strong understanding of automation and segmentation, allowing him to tailor campaigns based on customer behavior and optimize engagement and conversion rates. His technical skills extend to HTML, CSS, and Liquid, enabling him to implement advanced email customizations. Furthermore, he leverages his background in website development and graphic design to enhance the visual appeal and functionality of his campaigns. He excels in creating persuasive copy and utilizes A/B testing to maximize click-through rates and sales.

His strategic approach includes leveraging promotional tactics such as discounts and pop-ups. Having worked with both US and AU eCommerce businesses, he has a solid understanding of the nuances of those markets.

TOOL & SOFTWARE USED

Shopify, Shopify Liquid	Klaviyo	Figma
Zendesk	Helpscout	Canva

Netsuite	Zapier	Loox
Google Workspace	Microsoft Suite	HTML/CSS/Liquid
Gorgias	Okendo	PageFly

WORK EXPERIENCE

Shopify Merchandising Associate
Kelly Obi New York (kellyobi.com)
May 2024 – Present

Duties and Responsibilities:

- Selected products to meet customer demand and increase sales
- Analyzed customer behavior, market trends, and competitors
- Managed inventory to ensure timely restocking
- Executed email marketing campaigns using Klaviyo with optimal targeting and segmentation
- Created digital content using Figma for marketing campaigns
- Collaborated with suppliers, buyers, and designers to create appealing product ranges
- Developed pricing strategies and promotional plans
- Tracked sales and KPIs, adjusting tactics to improve results

Shopify Expert/IT Technical Officer/Technical Support Specialist
LOOX - Product Reviews App | Shopify App
October 2020 – December 2024

Duties and Responsibilities:

- Provided high-quality technical assistance to global customers
- Worked with CSM, R&D, and Advanced Support teams to troubleshoot issues
- Assisted customers in integrating tools like Klaviyo, Pagefly, and Google Shopping
- Analyzed merchant behavior and content relevance to enhance user satisfaction
- Identified and resolved technical issues promptly

Shopify Expert/Business Applications Specialist
Earthbreeze
October 2023 – April 2024 (Freelance)

Duties and Responsibilities:

- Maintained e-commerce store by updating products, photos, and inventory
- Optimized product pages based on customer feedback
- Managed orders and collaborated with fulfillment teams

Shopify Expert/Customer Support Specialist
Pantastic (LimeSpot + CartHook + UpOrder)|Shopify App
Digismoothie|Shopify App
October 2020 - January 2023 (Freelance)

Duties and Responsibilities:

- Managed inbound customer inquiries and built trust-based relationships
- Handled customer complaints and provided timely solutions
- Processed orders, forms, and applications while generating sales leads
- Provided onboarding support for new users
- Offered troubleshooting support across multiple channels
- Fine-tuned store settings and customizations to enhance user experience
- Provided first-level support for technical issues and software-related queries
- Assisted with front-end development and theme customization
- Developed internal technical documentation and customer knowledge base

EDUCATION

Mabalacat City College
Bachelor of Science in Information technology
2018



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