Candidate #M-1111

Email Marketing Specialist · 3 years experience

Candidate ID: M-1111

Category: Marketing **Experience:** 3 yrs **Location:** Manila, Philippines **English:** C1 **Fee:** A$1,200/mo

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PROFESSIONAL SUMMARY

I'm an email marketing specialist with three years building automated nurture sequences, campaign flows, and lifecycle programmes in Klaviyo and Mailchimp. I write compelling subject lines and body copy, design responsive templates, and analyse open rates, CTR, and revenue attribution. I've helped e-commerce brands generate 25–40% of total revenue from email. I'm comfortable managing list hygiene, segmentation, and deliverability.

SKILLS

Klaviyo | Mailchimp | Email copywriting | A/B testing | List segmentation

WORK EXPERIENCE

Email Marketing Specialist

AU e-commerce brand · 2022-02 – Present

Managed full Klaviyo setup — welcome series, abandoned cart, post-purchase, win-back. Email drove 38% of total revenue.

CRM Coordinator

PH retail group · 2020-09 – 2022-01

Sent weekly campaign emails, managed subscriber lists, and reported on engagement metrics.

CERTIFICATIONS

* **Klaviyo Email Marketing**
  Klaviyo Academy · 2022-05 · Verified by Adept