

# [First Last Name]

[City, State] | [email@example.com] | [Phone Number] | [LinkedIn URL] | [Portfolio or Website]

## PROFESSIONAL SUMMARY

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Results-driven **Email Marketing Specialist** with [X+] years of experience planning, executing, and optimizing lifecycle and promotional campaigns across B2B/B2C audiences. Skilled in **segmentation, automation workflows, and A/B testing** to drive engagement, conversions, and revenue. Proven track record managing large subscriber lists, improving deliverability, and aligning email strategy with broader digital marketing goals. Adept at leveraging data and **marketing automation platforms** to deliver personalized, on-brand customer experiences.

## EXPERIENCE

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### [Senior Email Marketing Specialist] | [Company Name]

[Month Year] – Present | [City, State]

- Develop and manage end-to-end email campaigns (newsletters, product launches, lifecycle flows) for a list of [X00,000+] subscribers using [Klaviyo/Mailchimp/HubSpot], increasing overall open rates by [X%] and click-through rates by [Y%] within [Z] months.
- Design and optimize automated journeys (welcome series, cart abandonment, re-engagement, post-purchase) leveraging behavioral and demographic segmentation, resulting in a [X%] uplift in email-driven revenue and a [Y%] reduction in list churn.
- Implement rigorous A/B testing on subject lines, send times, content blocks, and CTAs; analyze performance using [Google Analytics/ESP analytics] dashboards and present actionable insights to stakeholders, driving continuous improvement of key KPIs.

### [Email Marketing Coordinator] | [Company Name]

[Month Year] – [Month Year] | [City, State]

- Executed weekly and ad-hoc email campaigns for [X] product lines, collaborating with design and content teams to ensure on-brand messaging and mobile-responsive templates built in [ESP/HTML editors].
- Maintained list hygiene and compliance (opt-in management, unsubscribe flows, GDPR/CAN-SPAM adherence), improving delivery rates by [X%] and reducing spam complaints through consistent monitoring of sender reputation.
- Compiled campaign performance reports (opens, clicks, conversions, revenue per send) and created dashboards in [Excel/Google Sheets/Data Studio], providing insights that informed subject line strategies and audience targeting.

## EDUCATION

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### [Bachelor of Science in Marketing] | [University Name]

[Month Year] – [Month Year] | [City, State]

- Relevant coursework: Digital Marketing, Consumer Behavior, Marketing Analytics, Web Analytics, Copywriting.
- Completed capstone project analyzing multi-channel campaign performance with emphasis on email engagement and conversion optimization.

## SKILLS

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**Email & Automation Platforms:** [Klaviyo], [Mailchimp], [HubSpot], [Salesforce Marketing Cloud], [ActiveCampaign].

**Analytics & Optimization:** A/B testing, campaign reporting, cohort analysis, funnel tracking, **Google Analytics**, deliverability monitoring.

**Technical & Design:** HTML/CSS for email, responsive email templates, UTM tagging, dynamic content, list segmentation.

**Strategy & Execution:** Lifecycle marketing, drip campaigns, promotional calendars, audience personas, content planning.

**Compliance & Best Practices:** CAN-SPAM, GDPR awareness, preference centers, list hygiene, sender reputation management.

**Soft Skills:** Cross-functional collaboration, project management, copy editing, attention to detail, data-driven decision making, stakeholder communication.

## PROJECTS

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### [\[Lifecycle Email Revamp for E-commerce Brand\]](#) | [Personal/Consulting Project]

[Month Year] – [Month Year]

- Audited existing email flows and performance metrics for an online store with [X,000+] subscribers; identified gaps in welcome, browse abandonment, and win-back sequences.
- Redesigned and implemented new automated workflows in [Klaviyo/Mailchimp], including personalized product recommendations and behavior-based triggers, leading to a [X%] increase in email-attributed revenue over [Y] months.

### [\[Newsletter Growth & Engagement Initiative\]](#) | [Side Project / Nonprofit]

[Month Year] – [Month Year]

- Created a content and send strategy for a monthly newsletter, integrating lead capture forms and welcome series across the website and social channels.
- Optimized subject lines, preview text, and send times through iterative testing, increasing subscriber base by [X%] and average click-through rate by [Y%] over [Z] issues.