

Nico Clarke

Email Marketing Specialist

City, ST

(123) 456-7890

email@example.com

LinkedIn URL

Email marketing specialist with expertise in automation and customer retention

Email marketing specialist with 5+ years' experience increasing open rates by 40%, improving CTR by 25%, and reducing sales cycle by 20% via automated campaigns.

Key Skills

- Email automation (Klaviyo, Mailchimp, HubSpot)
- Segmentation and personalization
- A/B testing and performance tracking
- Drip campaigns
- Lead nurturing

Professional Experience

Email Marketing Specialist

Digital First Agency | Los Angeles, CA

June 2020 - Present

- Increased open rates by 40% by optimizing subject lines and email timing
- Improved CTR by 25% through targeted content and segmentation
- Automated lead-nurturing workflows, shortening the sales cycle by 20%

Marketing Associate (Email Focus)

E-Commerce Now | Los Angeles, CA

August 2017 - June 2020

- Managed email marketing campaigns that increased customer retention by 30%
- Conducted A/B tests to refine email templates and improve engagement
- Created personalized email sequences, boosting conversion rates by 15%

Education

University of California, Los Angeles | 2017

Bachelor of Arts in Communications