

Email Retention Marketer for E-Commerce

Highly motivated marketing professional specializing in email, SMS, and loyalty marketing, seeking a challenging role to utilize skills in conceptualizing, executing, and managing impactful email marketing initiatives to drive customer retention and achieve campaign goals.

Professional Experience:

Klaviyo Senior Email/SMS Marketing Manager

Rocket Conversions Digital Growth Team, Bangkok, TH

October 2024 - April 2025

- Achieved \$100,690.95 in attributed email revenue, driving 19.19% of total revenue.
- Led the execution of email and SMS strategies for e-commerce clients using Klaviyo, focusing on retention and revenue.
- Managed end-to-end campaigns, from strategic planning and copywriting to QA, reporting, and optimization.
- Collaborated with designers, growth strategists, and project managers to deliver on-brand lifecycle flows and campaigns.
- Conducted deep behavioral segmentation and market research to improve customer engagement.
- Ensured compliance, sender reputation, and list hygiene. Created SOPs to improve team efficiency and quality assurance processes.

Freelance Email Marketer

Email Overdrive, Manila, PH

May 2023 - Present

- Created and implemented automations within Klaviyo and Shopify, enhancing personalization and streamlining marketing efforts.
- Developed high-conversion email marketing strategies, integrating email with SMS for cohesive communication.
- Designed mobile-responsive email templates, adhering to brand guidelines and optimizing for conversions.

- Worked closely with eCommerce Account Managers to align email marketing strategies with business objectives.
- Analyzed performance metrics and provided in-depth reports to optimize future campaigns.

Email Marketing Specialist

Klaviyo Email Marketing for E-Commerce, Manila, PH

March 2021 - April 2023

- Set up automations to streamline email marketing processes and enhance customer targeting.
- Designed and implemented email campaigns to engage key audiences.
- Proofread and edited email content for clarity, grammar, and spelling.
- Analyzed campaign performance and provided data-driven insights for future optimization.
- Ensured compliance with industry policies and maintained ethical email marketing practices.

Real Estate Digital Marketer

Keller Williams Realty, Chico, CA

July 2020 - Feb 2021

- Managed social media campaigns and created content across multiple platforms.
- Produced monthly email newsletters and farm postcards for direct marketing.
- Organized database from contacts gathered through social media and email marketing.

Transaction Coordinator

Keller Williams Realty, Dallas, TX

2016 - 2020

- Coordinated over 400 sold homes with a \$115M transaction volume.
 - Assisted in transaction coordination, document management, and communication with clients and third parties.
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Education:

- **B.S. Pharmacy, Major: Clinical Pharmacy**
University of Santo Tomas, España, Manila (2007-2012)
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Certifications:

- **Klaviyo Product Certificate** (Oct 2024 – Oct 2026)
 - **Sales Mastery Course** – Always Be Closing Academy (Sept 22, 2018)
 - **Variable Life Examination Passer** – Insurance Commission of the Philippines (2017)
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Technical Skills:

- **Email Marketing & CRM Tools:** Klaviyo, Shopify, MailChimp
 - **Design & Content Creation Tools:** Adobe Photoshop, Canva, Figma
 - **Social Media Platforms:** Facebook, Instagram, LinkedIn, Tiktok, WhatsApp
 - **Management Tools:** Asana, ClickUp, Trello, Salesforce, Google Apps
 - **Other:** MS Office Suite, Loom, Figma
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Leadership & Affiliations:

- **President,** Tower Hills Youth Choir
- **Vice President,** Ama Deum Choir
- **Speaker,** Bukal ng Tipan