

AYOOLA PAUL O

Email Developer | Klaviyo Expert | Shopify Developer

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SUMMARY

An Email Developer and Marketing Specialist with over 4 years of experience working with marketing agencies and more than 1000 business owners globally. I specialize in generating revenue through high converting, responsive email designs and customer retention strategies. My proficiency in CRM platforms and customer relationship management has successfully boosted lead conversions by 20%. I am passionate about crafting strategic and visually appealing emails that enhance the customer journey, drive engagement, and increase satisfaction.

SKILLS

Klaviyo and other CRM Platforms, Email Marketing, Shopify, Copywriting, Email On Acid, Litmus, HTML, CSS, JS, Vue, React, Figma, Canva

EXPERIENCE

Klaviyo Email Marketing Manager

UK, Remote

DXPrint & DXSigns

- Executed Klaviyo campaigns achieving an average of 35% open rate and 1.20% click rate within 30 days.
- Designed multistep automated flows (Welcome, Promotional, Awareness) to drive firsttime purchases.
- Created segmented campaigns targeting engaged users, boosting open rates to 53.91%.
- Launched urgency driven offers (48hour discounts), increasing site activity by 0.75%.
- Built personalized reengagement strategies for inactive customers, leading to higher reactivation rates.
- Developed exclusive VIP offers, enabling direct CEO access for high intent customers.
- Analyzed campaign KPIs and optimized email performance based on real time Klaviyo analytics.
- Collaborated with design teams to align campaign visuals with new brand identity.

Klaviyo Email Developer

UK, Remote

Email Kong

Email Marketing Agency

- Developed over 20 Email Campaigns per day and over 100 per week for different brands
- Developed and executed over 100 automated email campaigns, enhancing the lead conversion rate by 25% in a year.
- Segmented email lists, leading to a 20% increase in targeted engagement and improved customer profiling.
- Conducted A/B testing for email subject lines, achieving a 15% improvement in open rates and increasing reader interactions.
- Collaborated with cross functional teams to align email content with broader marketing objectives, enhancing brand consistency.
- Monitored and analyzed email campaign metrics, resulting in a 30% increase in campaign effectiveness.
- Implemented personalized messaging strategies, resulting in enhanced customer experiences and 10% higher satisfaction scores.

Klaviyo Email Marketing

Global, Remote

Fiverr (1000+ clients)

Freelancing Platform

- Coordinated large scale email marketing projects, improving customer journey engagement metrics by 35%.
- Managed detailed documentation and project life cycle assessments for over 50 campaigns, ensuring continuous improvement.

- Implemented new segmentation strategies that led to a 40% increase in conversion from email to website traffic.
- Assisted in the optimization of email templates, which increased clickthrough rates by 20%.
- Collaborated effectively with email operations, leading to better prioritization and scheduling of marketing projects.

Shopify Website Developer / Email Marketer

Global, Remote

Fiverr

Freelancing Platform

- Built, customized, and optimized Shopify storefronts for improved UX and sales performance.
- Managed product uploads, collections, and dynamic site updates to align with promotions and campaigns.
- Integrated Klaviyo with Shopify for seamless customer data tracking and personalized email marketing.
- Set up Shopify apps for reviews, upsells, onsite tracking, and conversion rate optimization.
- Developed and implemented discount codes, flash sales, and promotional banners to drive urgency and boost sales.
- Analyzed Shopify analytics and customer behavior to refine product offerings and marketing strategies.
- Troubleshooted and resolved Shopify technical issues to maintain 99.9% store uptime and smooth user experience.
- Worked closely with designers and developers to ensure branding consistency across all site assets.

Other Klaviyo Jobs

Elevate Media Agency (Suavo, TForce, DLA Cosmetics), Modibag, Nova, JCNetwork, StuffApparel

EDUCATION

Klaviyo Academy

Email Marketing

Hubspot Academy

Email Marketing

ALTSchool Africa

Engineering Diploma

FrontEnd Software Engineering

FreecodeCamp

FrontEnd and Responsive website Development

Electronics Electrical Engineering

Ladoke Akintola University of Technology (B.Tech)

INTERESTS/ ACHIEVEMENTS

Email Design, Development and Strategy

Passionate about building innovative email approach that engage customers throughout their journey.

Digital Advertising

Interest in exploring diverse digital advertising platforms and strategies for impactful audience engagement.

Data Analytics

Keen interest in deriving insightful narratives from complex data sets to enhance marketing techniques.

Enhanced Engagement

Improved email open rates by 15% through strategic list segmentation and aesthetics design

Improved Click-through Rates

Developed segmentation strategies that increased email clickthrough rates by 20%.

Campaign Optimization

Led optimization efforts resulting in a 30% increase in campaign success