

AYOOLA PAUL O

Klaviyo Email Marketing Specialist | Email Developer | eCom Strategist

SKILLS

Klaviyo, Email/Sms Marketing, HTML, CSS, Shopify, Zapier, Email Design & Copy, Email On Acid, Litmus, Figma, Adobe AI & PSD, Canva, Notion, Asana, Leadership and Strategic Thinking.

EXPERIENCE

Klaviyo Email / SMS Marketing Specialist

UK, Remote

DXPrint & DXSigns

- Executed Klaviyo Email and SMS campaigns achieving an average of 35% open rate and 1.20% click rate within 30 days.
- Integrated Zapier with Klaviyo and Google Ads to automatically capture and segment leads from paid campaigns, enabling real-time email nurturing and significantly improving lead-to-customer conversion rates.
- 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.
- 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.
- Launched and optimized Meta Ads alongside Google Ads, increasing qualified lead volume and contributing to a measurable uplift in project inquiries and sales for the business.

Klaviyo Email / SMS Developer

UK, Remote

Email Agent

Email Marketing Agency

- Developed over 20 Email/SMS Campaigns per day and over 100 per week for different B2C brands.
- Developed and executed over 100 automated email/sms 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.

Klaviyo Email Marketing Manager

UK, Remote

Elevate_Media Marketing

Email Marketing Agency

- Generated over \$1M in revenue by leading end-to-end email and SMS marketing for 10+ B2C brands covering strategy, campaign calendar planning, design, copywriting, and weekly execution.
- Executed high-performing full-funnel campaigns across email and SMS, leveraging A/B testing, audience segmentation, and behavioral triggers to boost engagement and conversion rates.
- Built and maintained strategic campaign calendars, ensuring consistent brand messaging, timely promotions, and optimized send schedules aligned with client goals and seasonal trends.

Klaviyo Email / SMS Strategist

Global, Remote

Fiverr (1000+ clients)

Freelancing Platform

- Coordinated large scale email/sms marketing projects for B2C, B2B, 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/SMS 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.

Other Email/Sms Marketing Jobs

Pacha Drinks, Antidote Chocolate, PlugCart, Blingstings , StuffApparel, SunShield, Fitbright FourleggedSpecialty

EDUCATION

Klaviyo Academy

Certified Klaviyo Partner, Product, Sales and Deliverability Certificates

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/sms 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

