

ROBERT RAMIREZ

EMAIL MARKETING SPECIALIST

510.685.8031 | robert@robertthemarketer.com

PROFESSIONAL SKILLS

Email Marketing
Process Innovation
Workflow / Triggered Emails
Promotional Emails
Lifecycle Marketing
Customer Retention
Email Deliverability
A/B Testing
HTML & CSS
SQL
Market Research
Campaign Tracking
Reporting
Marketing Copywriting

TOOLBOX

Salesforce
Iterable
Emarsys
Return Path
Klaviyo
Campaign Monitor
Jira
Asana
Slack
Google Suite
Microsoft Suite
Adobe Creative Suite

QUALITIES

Data-driven
Strategic
Detail-oriented
Epistemophilic
Creative
Intuitive
Organized
Collaborative

CONTACT

510.685.8031
robertthemarketer.com
robert@robertthemarketer.com

OBJECTIVE

Seeking the role of a Email Marketing Manager to expand my expertise in the email lifecycle and utilize 8 years of experience in process management, segmentation, and email optimization.

PROFESSIONAL EXPERIENCE

EMAIL MARKETING DELIVERY SPECIALIST

Restoration Hardware | June 2021 - December 2021

- Managing campaign setup and deployment through Salesforce Marketing Cloud
- Improving reporting with workflow optimization - reducing time spent on recurring tasks by over 50%
- Maintaining and monitoring dynamic content within templates
- Segmenting customer database with Audience Builder and SQL automations
- Providing workflow and technical processes training
- Collaborating cross-functionally to complete technical projects

EMAIL MARKETING CONSULTANT

Castle and Rook | February 2020 - June 2021

- Managing campaign and account-wide performance with several brands
- Segmenting contacts to improve performance
- Presenting solutions to address deliverability issues
- Coordinating assets across multiple teams to ensure smooth email launches
- Designing and implementing strategic email marketing plans
- Performing brand audits for email performance, missed opportunities, and successes

EMAIL MARKETING ASSOCIATE

Scalable Press | July 2018 - January 2020

- Administering email planning and distribution for over 3M sends per month
- Improving email revenue by over 100%
- Constructing responsive emails in HTML with handlebar logic for personalization
- Establishing email marketing flows for abandoned carts, post-purchase, etc.
- Coordinating cross-functional requests for use in email marketing
- Implementing transition to Iterable ESP and performed IP warmup

DIGITAL MARKETING SPECIALIST

Laguna Tools | May 2016 - Apr 2018

- Proofing promotional campaigns and assisting in email development
- Maintaining steady visitor growth on website while decreasing bounce rate by 30%
- Managing contact data and syncing between Pardot and Netsuite
- Enhancing user sign up experience with CSS and Javascript styling in Pardot

EDUCATION



BACHELOR OF SCIENCE, BUSINESS ADMINISTRATION - MARKETING
Chapman University | 2011 - 2015