

► Osadollor Marvellous Email Marketing Specialist

Address: 15 church street, okota Lagos.

Phone: 08089554496

E-mail: mosadollor@gmail.com

LinkedIn: https://www.linkedin.com/in/Osadollor-marvellous-ab077b23a?utm_source=share&utm_campaign=share_via&utm_content=profile&utm_medium=android_app

Objectives

I am a hardworking professional with experience in consultative sales, customer loyalty, and contract negotiation and management. Frequently praised as proactive by peers, I can be relied upon to help your team achieve its goals.

Education

DIPLOMA IN COMPUTER SCIENCE (Sept 2023)

► Yaba College of Technology, Akoka.

Experience

EMAIL MARKETING SPECIALIST (FEB 2020 – Till date.)

Upwork

Email campaign, Automation and workflows, Newsletter and Email templates.

EMAIL MARKETING SPECIALIST (JUNE 2019 – Till date.)

Brevo Academy

Email campaign, Automation and workflows, Newsletter and Email templates.

- Developed and implemented email campaigns to increase customer management, satisfaction and loyalty.
- Performed A and B testing to optimize subject lines, content layout, calls-to-action.
- Monitored email deliverability metrics such as bounce rates, spam complaints, unsubscribes
- Documented best practices related to email marketing operations in accordance with CAN-SPAM regulations.
- Generated reports on campaign performance using analytics tools like Google analytics and mailchimp.
- Assisted in the development of social media strategies that are integrated with overall email marketing plans.
- Utilized automation tools such as Salesforce Marketing Cloud or Hubspot to schedule email across multiple channels.

- Created and tested HTML templates for email campaigns with attention to usability, design and coding standards.

Skills

- Email Analytics
- A/B Testing
- Deliverability Optimisation
- Email Scheduling
- Email Design
- CRM Integration
- List Building
- Transactional Emails
- Segmentation Techniques
- Lead Nurturing
- Conversion Rate optimizations
- E-commerce integration
- Marketing Automation
- Email Strategy Development

Extracurricular activities.

- Reading
- Martial Art

Languages

- English

