



# ISABELLA CLARK

## B2B Email Marketing Specialist

✉ support@qwikresume.com

☎ (123) 456 7899

📍 Los Angeles

🌐 www.qwikresume.com

### SKILLS

Spam Regulations Knowledge



Customer Journey Mapping



Engagement Metrics



Retention Strategies



Email Template Design



Cross-channel Marketing



### INTERESTS

🦋 Birdwatching 🧳 Traveling

🏋️ Sports Coaching 🧶 Knitting

### STRENGTHS

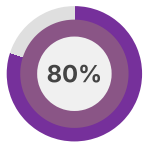
🔗 Pragmatism

🍃 Sensitivity

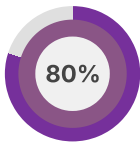
💖 Sincerity

⚓ Stability

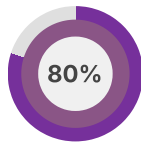
### LANGUAGES



English



Polish



French

### ACHIEVEMENTS

★ Increased email open rates by 35% through targeted segmentation strategies.

★ Achieved a 25% boost in conversion rates by implementing A/B testing protocols.

### PROFESSIONAL SUMMARY

With five years of dedicated experience as a B2B Email Marketing Specialist, I excel in creating and optimizing targeted email campaigns that drive engagement and conversions. My strategic approach blends data analytics with innovative messaging, ensuring alignment with brand objectives. I am committed to enhancing customer relationships and delivering measurable results through effective email marketing strategies.

### WORK EXPERIENCE

#### B2B Email Marketing Specialist

📅 Apr / 2022-Ongoing

Quantum Solutions LLC

📍 Phoenix, AZ

1. Led the development and execution of B2B email campaigns, ensuring compliance with best practices to maximize deliverability and engagement.
2. Acted as a subject matter expert in email marketing, advising clients on strategy, design, and execution.
3. Streamlined email production workflows, enhancing collaboration between creatives, developers, and account teams.
4. Utilized A/B testing to refine email content and design, leading to improved engagement metrics.
5. Maintained brand consistency across all email communications, ensuring alignment with overall marketing strategies.
6. Collaborated with the CRM team to define customer segmentation and optimize campaign targeting.
7. Managed SMS marketing initiatives, including content creation and strategy execution for multiple brands.

#### Marketing Coordinator

📅 Apr / 2020-Apr / 2022

Lakeside Apparel Co

📍 Chicago, IL

1. Oversaw social media campaigns for 20+ properties, enhancing brand visibility across platforms.
2. Provided actionable feedback to creative teams, ensuring high-quality marketing materials.
3. Collaborated with account representatives to optimize listings on various online platforms.
4. Worked alongside SEO specialists to align content strategies with current trends and best practices.
5. Generated marketing reports, offering insights and recommendations to improve campaign effectiveness.
6. Successfully managed multiple email campaigns simultaneously, meeting tight deadlines.

### EDUCATION

#### Bachelor of Science in Marketing

📅 Apr / 2018-Apr / 2020

University of California

📍 Santa Monica, CA

Focused on digital marketing strategies, consumer behavior, and data analytics.