



# Jessica Harper

Email Marketing Specialist

## CONTACT

(212) 555-7890

jessica.harper@gmail.com

United States, New York, NY

## EDUCATION

### Bachelor of Arts in Marketing

New York University, Graduated: May 2016

### Certifications

- HubSpot Email Marketing Certification, September 2023
- Google Analytics for Beginners, July 2022

## PROFESSIONAL SUMMARY

Highly skilled Email Marketing Specialist with experience creating and optimizing campaigns that drive customer engagement and sales. Expertise in segmentation, A/B testing, and campaign analytics. Adept at using tools like Mailchimp, HubSpot, and Salesforce to craft personalized messages that resonate with target audiences.

## EXPERIENCE

### Email Marketing Specialist

2020 - Now

Mailchimp, New York, NY

- Design and execute email marketing campaigns for over 20 clients in diverse industries, from e-commerce to healthcare.
- Conduct A/B testing to optimize subject lines, CTAs, and design elements, improving open rates by 15%.
- Segment customer lists based on behaviors, demographics, and engagement, driving targeted campaigns.
- Analyze performance metrics, such as open, click, and conversion rates.
- Collaborate with content creators and designers to ensure emails align with brand voice and messaging.

### Email Marketing Coordinator

2017 - 2020

Salesforce, Brooklyn, NY

- Coordinated the execution of monthly email newsletters, resulting in a 10% increase in open rates.
- Managed email automation workflows and triggered emails, ensuring timely communication with prospects and customers.
- Assisted in growing the email list by 20% through lead generation tactics such as sign-up forms.

## SKILLS

Email campaign management	★★★★★
A/B testing and optimization	★★★★★
Email list segmentation and targeting	★★★★★
Automated email workflows	★★★★★
HTML and CSS for email design	★★★★★
Analytics and performance tracking	★★★★★
Strong communication and copywriting skills	★★★★★
Lead nurturing and customer retention strategies	★★★★★