

Yaroslav Nesteryshyn

Email Marketing Specialist

Kyiv, Ukraine | +38 (097)-272-86-28 | 37yaroslav@gmail.com | [LinkedIn](#) | [37yaroslav.com](#)

Professional summary

Results-driven Email Marketing Specialist with extensive experience in email marketing, CRM management, and front-end development. Currently enhancing CRM marketing at Frozoneon, achieving notable increases in key performance metrics across email and web-push campaigns. Proven ability to develop strategic content plans, conduct data-driven A/B tests to optimize engagement, create compelling email copy, effectively segment audiences, ensure regulatory compliance with data protection laws, and maintain high sender reputation through meticulous email hygiene practices

Key skills

Email Marketing | CRM Marketing | Segmentation | Personalization | Template Design | Copywriting | A/B testing | Regulatory Compliance | Sender Reputation | Analytics & Reporting

Professional experience

CRM Marketing Specialist, Frozoneon | May 2024 - Present

- Successfully managed multiple projects, achieving 100% on-time task completion
- Increased key metrics in each communication channel, e.g. email OR +18%, web-push CTR + 3%
- Created monthly content plans for emails web-push and website notifications
- Developed hypotheses, conducted A/B tests resulting in increase of KPIs

Digital Marketing and Partnership Manager, Rentality | March 2024 - May 2024

- Managed social media platforms, resulting in a 34% increase in followers
- Successfully conducted meetings with potential partners and investors, leading to a partnership with one of the leading blockchains
- Created reports and visualizations for the upper management

Email Markup Specialist, Genesis (Livebeam) | December 2022 - February 2024

- Created adaptive, cross-provider email templates using HTML/CSS
- Took part in analysing campaign results and planning new campaigns
- Contributed to the creation of email copy, including copywriting and assisting graphic designers

Front-end Developer | January 2021 - December 2022

Education

Bachelor's degree in Finance, Kyiv National Economic University | 2019- 2023

Certifications

*all the certificates are listed on my [LinkedIn](#)

Advanced Email Marketing, Simplilearn | [Credential](#)

Deliverability Certificate, Klaviyo | [Credential](#)

Google Digital Marketing and E-Commerce Professional Certificate, Coursera | [Credential](#)