

Muhammad Shahroz

Email Marketing Expert

I am Muhammad Shahroz, Computer Science Graduate. An Email Marketing Expert who specializes in Klaviyo, Mailchimp, and other ESPs. Skilled in strategy, automation, segmentation, and A/B testing. Known for unwavering loyalty and commitment to transparent, results-driven marketing.



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EDUCATION

BS Computer Science

Government College University, Faisalabad

09/2019 - 04/2023,

CGPA: 3.51/4.00

PERSONAL PROJECTS

SONNO Beds (sonno.co.uk) (01/2023 - Present)

- As the Email Marketing Specialist for SONNO Beds, I orchestrate strategic flows and campaigns within Klaviyo to drive revenue. My role involves crafting targeted email sequences, implementing segmentation strategies, and conducting A/B tests for optimal performance. Committed to transparent, results-driven marketing, I leverage Klaviyo's robust features to enhance engagement and boost conversions.

CorVive (corvive.com/) (04/2023 - Present)

- As the CorVive Email Maestro, I leverage Klaviyo power to craft revenue-driving campaigns. I weave engaging email flows, transforming ideas into captivating campaigns. With Klaviyo analytics, I decode performance and optimize strategies for maximum impact. In my hands, Klaviyo is the key to unlocking unprecedented success for the Fish Lab project.

WORK EXPERIENCE

Email Marketer

WePro Marketing Solution (weproms.com)

01/2023 - Present,

Lahore, Pakistan

Tasks

- Design and execute targeted email campaigns using Klaviyo
- Develop and optimize automated flows to enhance customer engagement
- Implement segmentation strategies to tailor content based on audience preferences
- Conduct A/B testing to refine campaign effectiveness and maximize results
- Drive revenue growth through strategic email marketing initiatives

Contact : M. Zeeshan

SKILLS

Email Marketing

Email Automation

Campaigns Management

Email Copywriting

Lead Generation

Project planning and scheduling

Problem-solving and decision-making

Team management and leadership

ACHIEVEMENTS

Punjab Educational Endowment Fund (PEEF)

CERTIFICATES

Participation in Compete'22

Awarded by GCUF

Voluntarily Participation in IELTS Reading Test

Conducted my Mphil, Applied Linguistics Researchers GCUF

Foundation of Project Management

Awarded by Coursera

Klaviyo Certified

Awarded by Klaviyo

INTERESTS

Digital Marketing

Email Marketing

LANGUAGES

Urdu

Native or Bilingual Proficiency

English

Full Professional Proficiency