



# DANAIT HAILE

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## SUMMARY

A results-driven professional with a unique blend of skills encompassing Salesforce Marketing Cloud Email Specialist, emerging software development capabilities, and a rich background in talent acquisition spanning six years. Currently on an exciting journey, bridging the worlds of front-end development and email marketing excellence, with a strong foundation in HTML, CSS, JavaScript, Python, and SQL acquired through an intensive bootcamp program. Known for fostering strong relationships, data-driven decision-making, and a commitment to delivering top-notch solutions.

## EDUCATION

**College** : European Studies and Languages

**Colasite Dhulaigh** - Dublin

**Bachelor Degree** : Business Management

**National college of Ireland** - Dublin

**BootCamp** : Software Development  
**JustIT** - London

**Ranger** : Marketing Cloud  
**Salesforce by Trailhead**

## EXPERIENCE

**Salesforce Marketing Cloud Email Specialist** , 07/2023 - Current

**Keru Consulting** - London , England

- *Email Campaign Management*: Proficiently devised, managed, and executed email marketing initiatives within Salesforce Marketing Cloud. Ensured punctual delivery and meticulously tracked performance metrics.
- *Content Creation and Personalization*: Mastered the art of crafting compelling email content that profoundly resonates with the target audience. Leveraged personalization and dynamic content features to deliver personalized experiences.
- *A/B Testing Mastery*: Conducted rigorous A/B testing on various email elements, including subject lines, content, and CTAs. Effectively optimize campaign performance, consistently boosting open and click-through rates.
- *Expert Segmentation and Targeting*: Segmented the email database meticulously, utilizing customer behavior, preferences, and demographics. Tailored campaigns to specific audience segments for maximum impact.
- *Automation and Triggered Emails*: Proficiently implemented automated and triggered email campaigns, such as welcome series, abandoned cart emails, and customer onboarding sequences. These strategies significantly enhanced customer engagement and retention.
- *Data-Driven Insights*: Thoroughly analyzed email campaign results, providing actionable insights to stakeholders. Continuously made data-driven recommendations for optimization, resulting in consistent improvements.
- *Compliance and Deliverability Expertise*: Ensured strict compliance with email marketing laws, notably CAN-SPAM, maintaining impeccable deliverability rates. Kept a vigilant eye on email reputation and managed bounces and unsubscribes effectively.
- *Collaborative Team Player*: Collaborated seamlessly with cross-functional teams, including content creators, designers, and data analysts. Aligned email marketing efforts with broader marketing strategies, contributing to cohesive and successful campaigns.
- *Commitment to Staying Ahead*: Kept abreast of the latest email marketing trends, best practices, and emerging technologies. Actively implemented innovative ideas to continually enhance email marketing effectiveness.

**Recruitment Officer** , 05/2022 - 07/2023

**Cell and Gene Therapy Catapult** - London, England

- *Agency Usage Reduction*: Led initiatives that reduced agency reliance from 100% to just 15% within the initial three months, yielding significant cost savings while maintaining quality hires.
- *High Success Rate*: Achieved a 90% success rate in meeting client expectations by filling vacancies within agreed timescales, consistently exceeding performance benchmarks.
- *Talent Sourcing Excellence*: Proactively sourced qualified candidates for diverse roles using various recruitment channels and platforms.
- *Efficient Candidate Screening*: Streamlined candidate screening processes, conducting initial interviews and shortlisting candidates based on skills, experience, and cultural fit.
- *Recruitment Marketing Impact*: Collaborated with the marketing team to execute recruitment marketing strategies, strengthening the employer brand and attracting top talent.

- *Candidate-Centric Approach*: Ensured a positive and engaging candidate experience throughout the recruitment journey, reinforcing our commitment to inclusivity.
- *Data-Driven Optimization*: Leveraged recruitment metrics for data-based decision-making, continuously improving recruitment processes and outcomes.
- *Designed and managed*: large scale recruitment campaigns involving open days and screening sessions.

**Project Coordinator ( Contractor), 08/2021 - 12/2021**

**Deliveroo** - London, England

- *Outstanding Hiring Record*: Successfully onboarded 11 out of 60 candidates within my first three months in a fiercely competitive tech market, demonstrating a strong ability to identify and secure top-tier talent.
- *Cross-Functional Collaboration*: Collaborated extensively with the Platform team to gain valuable insights into departmental requirements and the essential skills needed for success in each role.
- *Tech Leadership Engagement*: Established robust relationships with tech leaders, effectively managing communications related to supplier headcount requirements, job specifications, and updates. Orchestrated quarterly candidate performance surveys to enhance candidate performance continually.
- *Effective Contractor Management*: Oversaw contractor well-being by conducting regular meetings with contractors and their respective agencies, ensuring a positive workplace experience.
- *HR and IT Liaison*: Streamlined the onboarding process by liaising with HR and IT departments, ensuring timely offer extensions to new hires, and proactively addressing purchase order (PO) issues. Managed laptop logistics for new hires and terminations and closely monitored contract end dates.
- *Strong Agency Relationship Management*: Maintained regular weekly communication with recruitment agencies, ensuring candidates were well-prepared for interviews and that interviews were conducted as scheduled. Sourced and acted upon performance feedback consistently to identify and mitigate potential recruitment process risks.

**Executive Consultant (Contractor), 11/2019 - 06/2020**

**Blue Legal** - London, England

- *Entrepreneurial Success*: Successfully built and established my own business from scratch.
- *Rapid Client Acquisition*: Secured six new clients within the first month, demonstrating a strong aptitude for lead generation and new business development.
- *Proactive Talent Acquisition*: Utilized creative and proactive methods, including emails, calls, and social media, for recruiting and headhunting candidates in the market.
- *End-to-End Recruitment Mastery*: Proficiently managed the entire 360 recruitment process, from initiating negotiations with new clients, sourcing candidates, coordinating interviews, gathering feedback, to facilitating offers.

**Account Coordinator , 09/2017 - 11/2019**

**Brookstreet** - London, England

- *Client Relationship Excellence*: Successfully managed and nurtured relationships with 400+ temporary staff across both public and private sectors, ensuring a seamless and productive recruitment process.
- *Sales Target Collaboration*: Collaborated cross-functionally with various departments to meet and exceed sales targets, demonstrating a commitment to achieving organizational goals.
- *Efficient Financial Management*: Proficiently processed weekly payroll and client invoices, contributing to the financial stability and smooth operation of the recruitment process.
- *Compliance and Satisfaction Assurance*: Prioritized compliance by completing thorough checks before placing candidates in new roles. Conducted monthly site visits to both clients and candidates, ensuring the satisfaction of all parties involved.

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## SKILLS

- HTML
- CSS
- JavaScript
- Python
- SQL
- Github/GIT
- Google Analysis
- Problem solving
- Project Managment

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## ACCOMPLISHMENTS

### AWARDS

#### **British Recruitment Awards**

Best overall Candidates Experience

#### **ManPowergroup**

Most Effective Emerging Talent Recruiter