

KANNIGA P

Email Marketing Analyst – Business & Tech Operations

+91 9944652234 • kanniga.2728@gmail.com

10/51, Mahalakshmi kovil street, Vadavalli, Coimbatore - 641041

SUMMARY

Certified Marketing Technologist with 4 years of hands-on experience in **email marketing, CRM strategy, and lifecycle optimization for eCommerce brands**. Skilled in **Klaviyo, Marketo, Eloqua**, and campaign QA/testing. Proven ability to translate performance data into actionable retention strategies that drive **LTV, repeat purchase rate, and engagement**. Adept at problem-solving, troubleshooting, and collaborating with cross-functional teams to deliver high-quality campaigns.

KEY SKILLS

- ✓ Email Marketing Platforms: **Klaviyo, Eloqua, Marketo**
 - ✓ Lifecycle Flow Optimization & Segmentation
 - ✓ A/B Testing & Campaign Troubleshooting
 - ✓ Performance Analysis: **LTV, CAC, Repeat Rate, List Health**
 - ✓ Shopify & eCommerce Integrations
 - ✓ Webinar & Event Platforms: ON24, Rainfocus
 - ✓ Web & Content Management: Drupal, Qualtrics
 - ✓ QA & Testing: Email on Acid, Autocurl, Litmus
 - ✓ Data Analysis & Reporting
 - ✓ Collaboration with Strategists, Designers, and Tech Specialists
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CERTIFICATIONS

- ✓ Adobe Marketo Engage Business Practitioner Expert – AD0-E559
 - ✓ Adobe Campaign Classic Business Practitioner - AD0-E327
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PROFESSIONAL EXPERIENCE

Marketing Operations Specialist

Verticurl Marketing Pvt Ltd (A WPP Company) / Coimbatore

Feb 2023 – Present

- ✓ Built and optimized **email lifecycle flows and campaigns** across Eloqua, Marketo, and Klaviyo, ensuring alignment with brand guidelines and Figma designs.
- ✓ Conducted **A/B tests** on subject lines, segmentation, and dynamic content to improve open rates and conversions.
- ✓ Analyzed Klaviyo and Shopify data to uncover insights on LTV, repeat rate, list health, and engagement.
- ✓ Delivered **monthly reporting** with clear recommendations to improve retention and conversion.

- ✓ Collaborated with Account Strategists, Designers, and Tech Specialists to troubleshoot issues and ensure quality execution.
- ✓ Conducted QA testing using Email on Acid and Autocurl to ensure flawless email delivery and rendering.
- ✓ Enhanced marketing tool workflows, resulting in improved campaign efficiency and reduced turnaround time.

Digital Marketing Executive / Email Marketing Executive

Verticurl Marketing Pvt Ltd (A WPP Company) / Coimbatore

Feb 2022 - Feb 2023

- ✓ Executed targeted **email campaigns and lifecycle flows**, optimizing delivery, engagement, and retention.
- ✓ Supported **ABM and CRM strategies** by segmenting audiences and personalizing outreach.
- ✓ Utilized Qualtrics for customer feedback and experience surveys to inform campaign decisions.
- ✓ Coordinated with sales and creative teams to deliver personalized content and messaging.
- ✓ Partnered with strategists and creative teams to translate business goals into CRM tactics.
- ✓ Monitored campaign performance and provided actionable insights to stakeholders.

PROJECT IMPLEMENTATION

RED HAT – APAC, EMEA, NAMER

- ✓ Delivered **multi-region campaign execution** across Eloqua, Drupal, Qualtrics, and Salesforce.
- ✓ Supported lifecycle marketing strategies for 11 high-value accounts, driving measurable engagement and retention.
- ✓ Collaborated with global teams to troubleshoot technical issues and optimize campaign flows.
- ✓ Received client appreciation for exceeding lead-generation and retention goals.

ACHIEVEMENTS

- ✓ **Rising Star Award** for enhancing marketing tools and retention campaigns.
- ✓ **Extra Mile Award** for exceeding expectations in campaign delivery and client satisfaction.
- ✓ **Coaching Champions Award** for onboarding new joiners and introducing new tools.
- ✓ Successfully completed advanced certifications in **Adobe Campaign & Marketo**.
- ✓ Improved repeat purchase rate and engagement metrics through optimized lifecycle flows and segmentation.