

RANI SWATHI

Marketing Specialist

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SKILLS & EXPERTISE

Lifecycle Marketing | Email Marketing | HTML & CSS | Conversion Rate Optimization | Campaign Strategy & Execution | Campaign Monitoring & Reporting | Cross-sell & Retention Strategy | A/B testing | Segmentation & Personalization | Content Development | Stakeholder Communication | Marketing Automation | Quality Assurance | Cross-functional collaboration | Customer Experience Enhancements | Customer Journey Management | Data Analysis

SOFTWARE & TOOLS

Salesforce | Jira | ClickUp | Slack | Hubspot | G-Suite | Microsoft Office | Miro | Marketo | Canva | Mailchimp | Google Analytics

WORK EXPERIENCE

Lifecycle Marketing Specialist | *Questrade Financial Group*

Jan 2022- June 2024

(Officially called as Journey Engagement Specialist)

- **Led multiple initiatives** to improve the conversion rate of users opening accounts on the app.
 - **Acquired over \$10 million in AUM** with a 12% conversion rate by planning and executing a targeted **email marketing strategy**.
 - **Collaborated** with the Sales, Product and Technical teams to create a seamless account opening experience, **reducing the average conversion time by 2 days**.
 - **Led A/B testing** of automated email campaigns, incorporating **personalized content** and visually appealing design elements, **resulting in a 3% increase in conversions**.
- **Achieved a 5% success rate** on a cross-selling initiative developed by **analyzing customer behaviors** and strategically segmenting them.
- Developed and implemented a **data-driven customer retention strategy**, resulting in a **3% reduction in churn**.
- **Attained 25 five-star ratings** in 5 months by strategically **segmenting the audience** and prompting promoters to leave Google reviews.
- **Owned customer journey optimization** for Questwealth Portfolios to increase the number of new accounts and enhance the customer experience.
 - **Improved the prospects' conversion rate by 10%** by implementing a targeted **automated nurturing strategy**.
 - **Monitored and analyzed KPIs**, leveraging insights to optimize email content and **boosting the engagement rate** of onboarding emails **by up to 300%**.
 - **Reduced accounts at risk of liquidation by 60%** by streamlining the app experience in collaboration with Product, UX Design, Portfolio Managers, and Customer Service teams.
- **Increased the newsletter engagement rate by 200%** through an **integrated communication plan** in collaboration with the Social Media, Education, and Product teams.

Team Lead, Client Services | *Questrade Financial Group*

Aug 2021- Jan 2022

- **Directed** and guided a team of **16 individuals**, consistently evaluating and reporting on their monthly performance to ensure alignment with organizational objectives.
- **Spearheaded the development of tailored metrics** to effectively measure agent productivity and efficiency, enabling data-driven decision-making and continuous improvement initiatives, **increasing the team's efficiency by 20%**.
- Proactively defused customer frustrations and facilitated prompt investigation and follow-up, ensuring swift resolution of escalations and **maintaining customer satisfaction score above 80%**.

- Fostered collaboration with the Customer Experience team to refine and optimize customer support procedures, enhancing issue resolution and overall customer satisfaction.

Client Services Specialist| *Questrade Financial Group*

July 2019- July 2021

- **Exceeded daily interaction targets by 25%**, maintaining quality standards above 80% across diverse support channels, and functioned as one of the few hybrid agents.
- Provided expert technical support and proficient troubleshooting assistance to ensure customer satisfaction.
- Facilitated **seamless collaboration across departments**, swiftly resolving service issues and enhancing overall customer satisfaction.
- As a **subject matter expert**, proactively mentored new agents, ultimately becoming a full-time guide to elevate agent performance and customer interaction.

Digital Marketing Coordinator| *Beautynbrushes*

Jan 2021- Apr 2021

- Created and scheduled visual content for Instagram and Facebook at optimized time intervals to boost engagement.
- Developed educational content emphasizing the importance of frequent posting, offering actionable tips and empowering clients to enhance their social media presence.
- Designed promotional posts and developed an **email DRIP campaign** to nurture relationships with stylists during and after the registration process.

Marketing Assistant| *Papilio Boutique*

May 2018- Aug 2018

- Maintained a **strong social media presence** by managing and enhancing the company's Facebook, Instagram, and Pinterest accounts.
- **Created brand** and product **awareness** through consistent, strategic and **SEO-optimized** content through social posts and blogs.
- Handled overall store operations in the absence of the manager including customer service, inventory control and sales.

CERTIFICATIONS

Hubspot Email Marketing Software | Google Analytics | Hubspot Email Marketing | SEO Principles- Semrush Academy

EDUCATION

- Post-Graduation Certificate in Strategic Relationship **Marketing**| George Brown College, ON
- Post-Graduation Certificate in International **Business Management**| George Brown College, ON