

EDOU MOTA

CRM & Marketing Automation leader with 10+ years building data-driven lifecycle journeys. Led CRM for Shopify's 4M+ merchants using SFMC, SQL, Liquid, AMPscript, and AI personalisation to improve activation, retention, and LTV. Strong technical and cross-functional collaborator.

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KEY EXPERTISE

Marketing Automation

Email Campaign Strategy

SQL & Data Analysis

Client & Stakeholder Management

Lifecycle & CRM Campaigns

Customer Journey Mapping

Segmentation & Behaviour Targeting

A/B & Multivariate Testing

Project Management

AI & Predictive Analytics

Workflow Automation

EXPERIENCE

 2020 - 2025

Shopify Inc.

Senior CRM and Automation Manager

- Built and optimised lifecycle and onboarding journeys using dynamic Liquid/AMPScript templates and SFMC workflows, iterating with Product, UX, and Experimentation teams to lift retention.
- Designed global Shopify Plus content syndication nurtures for 100K+ high-value C-suite/VP leads annually, translated globally with region-specific dynamic case studies; 50/50 holdout delivered a 19% stat-sig lift in MQL conversion ($p = 0.03$).
- Served as the team's SME for dynamic content and localisation, building multilingual, highly personalised journeys and advising cross-functional teams on AMPScript/Liquid personalisation strategy.
- Partnered with Data Science to build behavioural segmentation and scoring; wrote advanced SQL in BigQuery for lifecycle and cohort analysis.
- Led CRM & lifecycle automation for ~4M+ Shopify merchants using Salesforce Marketing Cloud, HubSpot, SendGrid and internal CRM tooling.

 2019-2020

M&S

CRM Email Manager

- Built automated workflows in Salesforce Marketing Cloud (SFMC), including file imports, SQL queries, and data extension management, reducing manual effort by 40%
- Increased email engagement by 9–14% through AMPscript-based personalisation, dynamic content blocks, and audience segmentation strategies in partnership with Planning Inc Agency.
- Sustained 95%+ inbox placement rate via list hygiene, suppression management, and ISP feedback loop monitoring.
- Implemented Phrasee (AI subject lines), Litmus testing, and LiveClicker real-time personalisation

 2017-2019

Pitney Bowes

Marketing Automation Specialist

- Built onboarding and nurture programs improving D30 activation by 15%.
- Documented governance frameworks and trained marketing teams in SFMC.

 2016-2017

Teradata / Mapp

Campaign Manager

- Delivered CRM campaigns across email, push and SMS
- Ran analytics cycles and optimisation workshops with stakeholders.

EDUCATION & TRAINING

 2025

Gumloop

Workflow & Automation

- AI-powered workflow automation

 2024

BrainStation Certificate

Data Analytics

- Tableau, MySQL, Statistical Data Analysis, SQL

 2017

SF Marketing Cloud Certificate

Email Marketing Specialist

- AMPScript, Automation Studio

 2011-2014

London Business School

BA Marketing

- Data Analytics, Consumer Behaviour, Statistical Analysis

TECHNICAL SKILLS

SFMC • HubSpot • Marketo

SendGrid • SFDC • Mozart • Offerfit

Planning Inc. • HTML/CSS

AMPScript • Liquid • YAML

Looker • BigQuery • Tableau

MySQL • Figma • Cursor • Looker

Studio • MCP • LiveClicker

LANGUAGES

English



Portuguese



Spanish



French



REFERENCES

Available on request