ADOLF DE GUZMAN

EMAIL MARKETING ADMIN / COPYWRITER / PRODUCT PAGE/ LANDING PAGE CREATOR

Ph1, Blk1, Lt15B, Springville West, Camella, Molino, Bacoor, Cavite, Cavite, 4102, Philippines

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dolfean214@gmail.com



ABOUT ME

track record in crafting compelling copy and managing successful email marketing campaigns. Skilled in developing targeted content strategies to drive engagement and boost conversions. Proficient in leveraging analytics to optimize campaign performance and maximize ROI. Seeking opportunities to contribute creative expertise and drive marketing initiatives.

Dynamic professional with a proven

Shopify

SKILLS

- Content Development
- Analytics
- Research
- Adaptability
- Writing
- Management Operations
- Leadership
- Innovation
- Sales
- Procurement
- Cascading Style Sheets (CSS)
- Key Performance Indicators (KPIs)

Planning

Editing

HyperText Markup Language

- Scheduling
- JavaScript (Programming
- Language)
- (HTML) E-Commerce
- Marketing Strategies Drawing
- Microsoft Office
- AutoCAD
- Construction
- Asana
- Integration Time Management
- Communications
- Supply Chain Microsoft Excel
- Project Management
- Performance Analysis Collaboration
- Constant Contact

Indicators

Copywriting Strategic Planning

Google Docs

Enthusiasm **Email Marketing**

Creativity

- Cloning (Biology) Mailchimp
- Boost (C++ Libraries) Google Sheets
- Management Systems Inventory Control

Trello

Leverage

Warehousing Content Creation

Task Management

MBC Agency EMAIL STRATEGIST

WORK EXPERIENCE

Nov 2024 - Present

Location: Philippines - Home-based Job Description: As an Email Strategist, I was responsible

for developing, executing, and optimizing email marketing strategies to enhance engagement, conversion, and customer retention. My role involved: Campaign Strategy and Planning: Designing and implementing data-driven email marketing strategies aligned with business goals.

- Planning and scheduling targeted email campaigns, ensuring optimal timing and frequency for maximum
- impact. Content Creation and Optimization: Crafting compelling email content, including

persuasive copywriting and visually engaging elements.

- Conducting A/B testing on subject lines, messaging, and CTAs to optimize performance and engagement. List Management and Segmentation:
- · Strategically managing and segmenting email lists to personalize communication.

Implementing growth strategies to build and maintain a high-quality subscriber base.

- Performance Analysis: · Tracking and analyzing key metrics such as open
- rates, click-through rates, and conversions. Leveraging analytical tools to generate insights and

Compliance and Best Practices: · Ensuring adherence to email marketing regulations

refine future campaigns for better ROI.

- (e.g., CAN-SPAM, GDPR) to maintain compliance. Staying updated on industry trends and best practices to enhance email deliverability and effectiveness.
- EMAIL MARKETING SPECIALIST

Location: Philippines – Home-based **Job Description:**

As an Email Marketing Specialist, I was responsible

for executing and optimizing email marketing initiatives

Reload Media

Jul 2023 - Jan 2024

to drive engagement, boost conversions, and support

customer retention efforts. My role focused on the hands-on development, implementation, and analysis of email campaigns. Campaign Execution and Planning: Implemented targeted email marketing campaigns aligned with overall business goals. · Scheduled and managed email deployments, ensuring timely delivery and audience relevance.

 Created engaging email content, including compelling copy and visually appealing elements.

Content Development and Optimization:

· Conducted A/B tests on subject lines, messaging, and calls-to-action to improve campaign performance.

List Management and Segmentation:

personalized and targeted communication.

· Supported list growth strategies to expand and

maintain a high-quality email database. Performance Monitoring and Reporting:

Managed and segmented subscriber lists to support

· Tracked key performance metrics such as open rates, click-through rates, and conversions.

· Analyzed campaign data to generate insights and make data-driven improvements.

Compliance and Industry Standards:

Location: Philippines - Home-based

(e.g., CAN-SPAM, GDPR). Stayed up to date with industry best practices to

Ensured compliance with email marketing regulations

- maintain deliverability and campaign effectiveness. EMAIL MARKETING ADMIN
- drive customer engagement and increase conversion rates.

· Create and manage email campaigns, including

· Develop and implement email marketing strategies to

designing email templates, writing compelling copy,

Manila

Conduct A/B testing to optimize email performance and improve open rates, click-through rates, and

and scheduling email sends.

conversion rates.

- · Segment email lists based on customer demographics, preferences, and behavior to deliver targeted and personalized content.
- open rates, click-through rates, and unsubscribe rates, to evaluate campaign effectiveness and make datadriven decisions. Stay up-to-date with industry best practices and

trends in email marketing to ensure the

techniques.

implementation of innovative strategies and

Monitor and analyze email marketing metrics, such as

· Collaborate with cross-functional teams, including graphic designers and copywriters, to create engaging and visually appealing email content. Maintain email marketing databases and ensure data

accuracy and compliance with privacy regulations.

Skills: Proficient in email marketing tools and platforms,

such as Mailchimp, Omnisend, or Klaviyo.

Strong understanding of email marketing best

and segmentation.

design and layout.

UPLOADER

Description:

guidelines.

selling points.

practices, including deliverability, list management,

Provide regular reports and insights on email

marketing performance to clients.

content. Analytical mindset with the ability to interpret and

Creative and detail-oriented, with a strong eye for

· Strong communication and collaboration skills, with

analyze email marketing metrics.

· Excellent copywriting and editing skills, with the ability to craft compelling and persuasive email

the ability to work effectively in a remote and freelance environment.

COPYWRITER / PRODUCT PAGE

 Created persuasive and informative product descriptions for a wide range of products, ensuring accurate and compelling content. Conducted keyword research and implemented SEO

strategies to optimize product pages for search

engines and increase organic traffic.

Duration: February 2020 - September 2020 Company: Reload Media Location: Philippines - Home-based Job

 Utilized e-commerce platforms and content management systems to create and upload product pages, ensuring consistency and adherence to brand

· Conducted market research and competitor analysis to

identify product positioning and develop unique

 Collaborated with the design team to enhance product pages with visually appealing images and graphics.

 Managed the upload and maintenance of product pages on the company's e-commerce platform. Ensured accurate product information, pricing, and availability on product pages.

· Collaborated with cross-functional teams, including

marketing and inventory management, to ensure product pages were up-to-date and aligned with

marketing campaigns. · Monitored and analyzed product page performance, making data-driven recommendations for improvement.

Assisted in the development of product content

strategies to enhance the overall customer experience.

Freelancer Jan 2021 - Jun 2023

Reload Media

Feb 2020 - Sep 2020

MAPUA Institute of Technology Intramuros 2003

Manila

English

EDUCATION

ENGINEERING

BACHELOR OF SCIENCE IN ELECTRICAL

LANGUAGES

Tagalog