

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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ABOUT ME

Dynamic professional with a proven 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.

SKILLS

- Shopify
- Content Development
- Analytics
- Research
- Adaptability
- Writing
- Management
- Operations
- Leadership
- Innovation
- Sales
- Procurement
- Cascading Style Sheets (CSS)
- Key Performance Indicators (KPIs)
- Planning
- Editing
- Scheduling
- JavaScript (Programming Language)
- HyperText Markup 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
- Indicators
- Constant Contact
- Copywriting
- Strategic Planning
- Google Docs
- Enthusiasm
- Email Marketing
- Creativity
- Cloning (Biology)
- Mailchimp
- Boost (C++ Libraries)
- Google Sheets
- Leverage
- Management Systems
- Inventory Control
- Warehousing
- Content Creation
- Task Management
- Trello

WORK EXPERIENCE

MBC Agency

Nov 2024 - Present

EMAIL STRATEGIST

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 refine future campaigns for better ROI.

Compliance and Best Practices:

- Ensuring adherence to email marketing regulations (e.g., CAN-SPAM, GDPR) to maintain compliance.
- Staying updated on industry trends and best practices to enhance email deliverability and effectiveness.

Reload Media

Jul 2023 - Jan 2024

EMAIL MARKETING SPECIALIST

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

As an **Email Marketing Specialist**, I was responsible for executing and optimizing email marketing initiatives 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.

Content Development and Optimization:

- Created engaging email content, including compelling copy and visually appealing elements.
- Conducted A/B tests on subject lines, messaging, and calls-to-action to improve campaign performance.

List Management and Segmentation:

- Managed and segmented subscriber lists to support personalized and targeted communication.
- Supported list growth strategies to expand and maintain a high-quality email database.

Performance Monitoring and Reporting:

- 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:

- Ensured compliance with email marketing regulations (e.g., CAN-SPAM, GDPR).
- Stayed up to date with industry best practices to maintain deliverability and campaign effectiveness.

Freelancer

Jan 2021 - Jun 2023
Manila

EMAIL MARKETING ADMIN

Location : Philippines – Home-based

- Develop and implement email marketing strategies to drive customer engagement and increase conversion rates.

- Create and manage email campaigns, including designing email templates, writing compelling copy, and scheduling email sends.

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

- Segment email lists based on customer demographics, preferences, and behavior to deliver targeted and personalized content.

- Monitor and analyze email marketing metrics, such as open rates, click-through rates, and unsubscribe rates, to evaluate campaign effectiveness and make data-driven decisions.

- Stay up-to-date with industry best practices and trends in email marketing to ensure the implementation of innovative strategies and techniques.

- 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.

- Provide regular reports and insights on email marketing performance to clients.

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EDUCATION

MAPUA Institute of Technology

Intramuros
2003
Manila

BACHELOR OF SCIENCE IN ELECTRICAL ENGINEERING

LANGUAGES

- English

- Tagalog