
LIJADU IBUKUNOLUWA ABRAHAM

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Summary

A highly qualified Results-driven Cold Email Specialist with 4+ years of experience creating high-conversion cold email campaigns for B2B businesses. Expertise in list building, A/B testing, email deliverability, and personalized outreach. Proven track record of generating leads and driving revenue through data-backed strategies and automation tools.

Skills

- Cold email strategy and campaign management
- A/B testing and performance optimization
- Email copywriting (persuasive and personalized)
- Segmentation and list building
- Email deliverability best practices
- Automation tools (Instantly.ai, Lemlist, Apollo.io, La Growth Machine, Clay.com, Emaillite etc)
- CRM software (HubSpot, Salesforce, etc.)
- Analytics and reporting (Google Analytics, email tracking tools)
- GDPR and CAN-SPAM compliance
- Email Automation and configuration (DNS Records)
- Sales funnel development
- Lead generation and prospecting

Experience

COLD EMAIL SPECIALIST | 03/2020 - 12/2024

Freelancer / Self-Employed

- Designed and executed cold email campaigns for 30+ clients, resulting in an average open rate of 45% and response rate of 10%.
- Crafted personalized email copy and subject lines tailored to different buyer personas, improving client engagement by 25%.
- Optimized cold email sequences using A/B testing, improving conversion rates by 15%.
- Utilized email automation tools (Mailshake, Lemlist) to streamline outreach and follow-ups, saving clients 20+ hours per week.
- Analyzed campaign performance and provided detailed reports to clients, offering actionable insights for improvements.

COLD EMAIL CAMPAIGN MANAGER | 08/2023 - 12/2024

Sift Store

- Managed cold email outreach for B2B SaaS clients, scaling outreach efforts from 500 to 5,000 emails per month.
- Developed lead segmentation strategies that improved targeting and resulted in a 30% increase in qualified leads.
- Collaborated with sales teams to ensure proper lead nurturing and follow-up sequences.
- Conducted email deliverability audits, reducing bounce rates by 18% through list hygiene and improved sender reputation.

Education and Training

University of Ibadan - Ibadan Oyo State, | B.A. History

12/2021

Nigeria French Language Village - Badagry Lagos State, | Diploma

12/2016

Websites, Portfolios, Profiles

<https://x.com/LijaduI72263>

<https://www.facebook.com/share/1AroGUzSYV/?mibextid=qi2Omg>

Hobbies and Interests

- Reading
- Travelling
- Community Service
- Sporting
- Mentorship

References

Available on request

Languages

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|-------------------------------|----|--|----|
| English Expert: Proficient | C1 | French Intermediate: Conversational | B1 |
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