

AIMAN IQBAL

Email Marketing Specialist

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EXPERIENCE

Riwaya – UK-based E-commerce Marketplace (Remote)

Aug 2024- Present

Email Marketing Specialist

- Planned and executed monthly **email content calendars** informed by historical performance, seasonal trends, and audience behaviour
- Strategically developed and implemented **Klaviyo flows**, including Welcome Series, Post-Purchase, Abandoned Cart, and Checkout Abandonment, improving user journey and retention
- Designed high-converting email layouts using **Figma** and wrote compelling, results-driven copy tailored to different customer segments
- Achieved average **open rates 50%** above industry benchmarks and maintained a **1.2% average click-through rate** across campaigns
- Conducted **weekly A/B tests** to optimise subject lines, content, and CTAs, driving consistent improvements in engagement
- Regularly analysed campaign performance and applied insights to refine future content, segmentation, and targeting strategies
- Designed and launched on-site pop-ups, running A/B tests that improved **conversion rates to an average of 2%** and supported key promotional goals

KEY SKILLS

Strategic Skills

Email Marketing Strategy & Lifecycle Planning

Customer Segmentation & Personalisation

Retention & Automation Flow Development

Analytical Skills

A/B Testing & Optimisation

Campaign KPI Tracking (Open Rate, CTR, CVR, Revenue)

Pop-up & Form Conversion Optimisation

Creative Skills

Conversion-Focused Copywriting

High-Impact, Brand-Aligned Email Design (Figma & Canva)

Subject Line & CTA Optimisation

EDUCATION

NED University of Engineering and Technology

Bachelor of Chemical Engineering

Cumulative GPA: 3.671/4.0 (**5th Position**)

Karachi

2019-2023

CERTIFICATIONS

Think Outside the Inbox: Email Marketing

Google | Coursera

Aug 2025

Email Marketing – AI Copywriting Growing Your Email List

Instructor Jun Wu | Udemy

Oct 2023

Foundation of Project Management

Google | Coursera

June 2023

Work Smarter with Microsoft Excel

Microsoft | Coursera

Oct 2022