

Jelanie Gapas

Email Copywriter

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RELEVANT SKILLS

- Market and Competitor Research
- Short/Long-form Copywriting
- Proofreading/Editing
- Email Marketing
- Creative/Content Strategy

Technical Proficiency: Klaviyo (basics), ActiveCampaign (basics), MailChimp (basics), ClickUp (basics), Microsoft Office, Calendly, Google Workspace, Canva, Skype, Zoom, Aircall, Kustomer App, Maestro, Notion, and Slack.

COPYWRITING TRAINING/WORKSHOP

- Email Underground Intensive by John Pagulayan and Allan Ngo
- Copywriting Dojo by Raf Marabut
- Klaviyo Email Marketing for E-commerce by Airon Dela Cruz

PROFESSIONAL EXPERIENCE

Email Campaign Copywriter (Freelance)

Mint Ave, Inc.

December 2022 - Present

- Writes copy for all email campaigns, including but not limited to: product launches and restocks, holiday sales, exclusive promotions, collaborations, value emails, etc.
- Conveys the purpose of the email from the subject line/s down to the CTA/s.
- Creates design-ready copy with header, subheader, body, and footer properly filled out and with necessary product links correctly cited.
- Ensures that every copy is error-free, adheres to the brand's personality and voice, and done on time without any need for major revisions.
- Monitors the performance of email campaigns through Klaviyo analytics.

Quality Assurance (Contractor)

Trellis Connect, Inc.

February 2022 - November 2022

- Developed QA rubrics based on the key metrics and audit processes to ensure SLA compliance.
- Conducted weekly team calibration meetings to streamline workflow processes and procedures.
- Facilitated training programs for over 20 customer service associates based on QA scores.
- Provided support as a first responder to over 50 text and email customer interactions per day through detailed and personalized responses.

ADDITIONAL

Certifications (available upon request):

- Klaviyo Product Certification
- Aweber's "What to Write in your Emails" course completion badge