



Lancer Ngala

EMAIL MARKETER

Profile

As a results-driven professional with a background in marketing, logistics, and supply chain industries, I have a proven track record of driving email marketing success with a results-focused approach. My expertise in utilizing cutting-edge email marketing software and ESPs has enabled me to deliver outstanding results. I am well-conversant in A/B testing, segmentation, and analyzing metrics to optimize performance.

I am collaborative, self-driven, and able to manage multiple tasks with competing priorities in fast-paced environments.

My experience and skills make me a valuable asset to any team looking to achieve their marketing goals.

Employment History

Email & SMS Campaign & Flow Planner, Essence of Email, Houston

NOVEMBER 2022 – SEPTEMBER 2023

- Spearheaded client relations as the primary point of contact, and addressed inquiries and concerns with professionalism and expertise.
- Conceptualized, planned, and executed a minimum of 15 high-impact email marketing campaigns monthly, consistently achieving delivery goals of over 200,000 email deliveries per month.
- Drove campaign success by ensuring the seamless execution of campaigns, SMS strategies, and flows, resulting in remarkable open rates of up to 82%, click rates of up to 2%, and click-through rates of up to 1.8%.
- Innovated marketing strategies through in-depth product and service research, and collaborated closely with the design team to transform ideas into captivating campaigns.
- Collaborated with clients to brainstorm creative concepts for campaign and flow calendars, and ensured their active involvement in campaign planning and execution.
- Maintained weekly campaign theme reports for a number of diverse client accounts, closely monitored performance, tracked goal achievement, and contributed to revenue growth.
- Tailored campaigns for specific subscriber segments based on strategic insights, enabled personalized and targeted marketing.
- Showcased technical prowess in utilizing various email marketing software and ESPs, including Asana, Klaviyo, Omnisend, Stripo, and more.

Operations Associate & Admin, Suekar Freight Limited, Nairobi

NOVEMBER 2020 – JUNE 2021

- Proficiently managed data entry tasks and organized essential information related to consignments and clients to streamline the tracking of clearance processes.
- Maintained meticulous records of original clearance and shipment documents, including bills of lading, release orders, airway bills, and commercial invoices.
- Collaborated closely with the Operations Manager to oversee shipment tracking within the company's systems, ensuring timely clearance and minimizing storage charges.
- Facilitated efficient paperwork processing by creating, assembling, and delivering necessary documents to shipping lines, including delivery orders.

Details

Nairobi
Kenya
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Links

[My LinkedIn Profile](#)

Skills

Email Marketing

Marketing Automation

SMS Campaigns

Content & Copy Writing

Asana

Segmentation

Marketing Strategies

Strategic Thinking

Operations & Project
Management

Customer Service

Creative Problem Solving

Logistics & Supply Chain
Management

Import/Export Operations

Languages

English

Swahili

French

- Took the initiative to generate and send provisions to clients, facilitating prompt settlement of outstanding invoices.
- Prepared daily reports on import and export shipments, proactively preventing shipment loss or delays.
- Established strong client communication, providing timely updates on shipment statuses and addressing inquiries and concerns.
- Actively participated in freight forwarding activities, skillfully negotiating rates with carriers, overseeing the clearance process, and closely monitoring shipments.
- Assisted in the management of shipments, ensuring compliance with customs regulations.
- Collaborated closely with carriers, warehouse personnel, and cross-functional teams to coordinate the movement of goods, track shipment progress, address potential delays, and ensure timely deliveries.
- Maintained proactive client engagement throughout the shipping process, regularly updating clients on shipment statuses, resolving concerns, and ensuring informed decision-making.
- Efficiently prepared and submitted import and export documents, obtaining the necessary permits required for processing and clearing paperwork.

Education

Diploma in Catering and Hospitality Management, The Cooperative University of Kenya (CUK), Nairobi

MAY 2018 — NOVEMBER 2019

Graduated with Credit

Bachelor of Procurement and Logistics, KCA University, Nairobi

NOVEMBER 2021 — PRESENT

Courses

Essential Modules in Mixology, Diageo Bar Academy

JANUARY 2020 — JANUARY 2020

Product Certificate, Klaviyo Academy

APRIL 2023 — APRIL 2023

Email Deliverability, Klaviyo Academy

SEPTEMBER 2023 — SEPTEMBER 2023

SMS Strategy, Klaviyo Academy

SEPTEMBER 2023 — SEPTEMBER 2023