

WIAN OOSTHUIZEN

EMAIL MARKETING SPECIALIST

CAPE TOWN, SOUTH AFRICA

+82 10 9720 4668 – wian@wiamarketing.com

Strategic Email Architect | Confident Communicator | Creative Optimization Expert

PROFESSIONAL SUMMARY

Dynamic and results-driven Email Marketing Specialist with a 3-year track record of cultivating and optimizing email lists, creating strategies that impacted overall business success across 6 industries. Instrumental in managing a robust email list of 350,000 subscribers. Recognized for crafting and executing high-impact campaigns. Committed to continuous improvement and has consistently achieved high KPIs, contributing to team success.

KEY SKILLS

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|-----------------------------|------------------------------|-----------------------------|
| ✓ Email Campaign Management | ✓ A/B Testing & Optimization | ✓ HTML/CSS for Email Design |
| ✓ Sales Funnel Management | ✓ CRM Integration | ✓ Marketing Automation |
| ✓ Copywriting | ✓ Data Analytics & Reporting | ✓ Segmentation & Targeting |

RELEVANT PROFESSIONAL EXPERIENCE

Remote Freelance Email Marketing Specialist

August 2023 - December 2023

ELVTR

Los Angeles, USA

*Spearheaded the email marketing initiatives at ELVTR, holding a pivotal role in reporting directly to the Head of Performance Marketing and overseeing a substantial email list of **350,000 subscribers**.*

- Demonstrated expertise in **HTML** and **CSS** to design visually compelling email campaigns, resulting in high-conversion campaigns that significantly **boosted product conversion rates**.
- Engineered and executed complex email flows, fostering seamless integration with Sales and Customer Care departments for enhanced operational efficiency.
- Led a successful Black Friday campaign resulting in **150+ leads**, **100 booked meetings**, and **\$30,000 in revenue**. Collaborated cross-functionally, utilizing platforms like HubSpot, Klaviyo, Miro, Figma, and Asana for streamlined workflow management.

Remote Freelance Email Marketing Specialist

June 2023 - November 2023

Kadima Digital Marketing Agency

Tel Aviv, Israel

Engaged as a key player at Kadima Digital Marketing Agency, entrusted with the pivotal role of crafting compelling email marketing campaigns and strategic flows for the launch of the company's new service.

- Drove lead generation at Kadima, delivering impactful email campaigns that secured **3 new clients monthly** for the new service.
- Guided prospects seamlessly through the **customer journey**, converting them from **awareness to retained clients** using strategic messaging.
- Demonstrated expertise with Lavender.ai, Apollo.ai, and Snov.io, alongside effective use of Asana and Slack for streamlined communication. Achieved **record-high KPIs** through innovative technology and personalized copywriting.

Remote Freelance Email Marketing Specialist

January 2023 - May 2023

Tanganyika Wildlife Park

Goddard, USA

Hired as Freelance Email Marketing Specialist, the role included creating innovative email campaigns for a yearly Fundraiser event with 5000+ attendees, working and communicating with the existing marketing team, and tracking the results of campaigns.

- Conceptualized and executed a strategic launch email campaign for the yearly Fundraiser event, resulting in a **rapid sell-out** of **VVIP** and **VIP** tickets within **5 days**.
- Implemented technical segmentation strategies, achieving a **72% increase** in conversion, click-through, and open rates.
- Collaborated seamlessly with the marketing team using Asana, Slack, and Basecamp, utilizing Google Analytics and HubSpot for comprehensive campaign tracking.

Remote Freelance Email Marketing Specialist

September 2022 - April 2023

The Studio Keys

Pretoria, South Africa

Brought in as a Freelance Email Marketing Specialist, tasked to create several email campaigns for promotional periods and 2nd Anniversary, grow and manage an email list, and design and build a sales funnel with automation.

- Orchestrated impactful email campaigns for promotional periods and the 2nd Anniversary, securing **6 additional clients**.
- Developed an effective email marketing calendar, achieving a **55% increase** in **key performance indicators** through A/B testing and segmentation.
- Designed and implemented a custom sales funnel, driving a remarkable **143% growth** in the email list

Remote Freelance Email Marketing Specialist

February 2021 - December 2022

G-Squared Gallery

Cape Town, South Africa

Introduced as a Freelance Email Marketing Specialist with the duties to start an email list, manage email efforts, grow an email list, and design and create multiple email campaigns including launches for new products.

- Established email structures with Klaviyo and HubSpot, growing the email list from **0 to 1000** subscribers in **4 weeks**.
- Developed and implemented an impactful email marketing calendar, resulting in significant improvements in key performance indicators.
- Successfully launched **4 email campaigns** for new art collections, amounting to **\$20,000** in revenue.

EDUCATION

Bachelor of Science, Urban and Regional Planning

North-West University

Potchefstroom, South Africa

FURTHER EDUCATION

Copywriting and Content Marketing

Udemy

SEO Training: SEO Course & SEO Copywriting

Udemy