

Damilare Ola

Freelance Email Marketing Specialist

📞 879-785-4617

@ 1damilare.ola@gmail.com

📍 Lagos, Nigeria

🔗 <https://rebrand.ly/g9emzge>

SUMMARY

Experienced email marketing specialist with a proven track record of developing and executing successful campaigns.

Proficient in Mailchimp, Constant Contact, Klaviyo, PipeDrive, Hubspot, and Marketo, with strong writing and editing skills and the ability to analyze and optimize campaigns based on data.

Experience working with CRM systems and email automation tools, and a deep understanding of email deliverability best practices.

Certified in email marketing.

EXPERIENCE

Freelance Email Marketing Specialist

Upwork.com

📅 2022 - Ongoing 📍 San Francisco, California, United States

- Earned a Rising Talent badge within a month of joining the platform
- Created an email marketing strategy that increased repeat buying from 20% to 35%
- Created effective email marketing campaigns that garnered excellent open and click through rates (over 30% open and over 3% click)
- Achieved 15% growth in user sign-ups by using email marketing campaign
- Created compelling outbound email marketing campaigns, consistently achieved a 35% open rate

Freelance Writer

Fiverr.com

📅 2021 - 2022 📍 Zurich, Switzerland / Remote

- Completed multiple fixed projects with positive feedback and 5-star ratings
- Wrote social media content that generated leads for several brick-and-mortar businesses
- Brainstormed ideas as a team of 5 writers for feature stories on local events
- Successfully delivered 9 translation documents in accurate and timely manner
- Conceptualized and wrote over 15 articles about technology for print and online versions of the magazine

Freelance Web Designer

Fiverr.com

📅 2021 - 2022 📍 Tel Aviv-Yafo, Israel

- 40+ successfully completed projects and evaluated with the highest grade (5) by the clients
- Expertise in creating functional and user-friendly websites that are fast, responsive, and look beautiful on any device
- Created an e-commerce store that processes over \$100k in monthly sales without any customer service issues or product returns

EDUCATION

Education & Biology

Obafemi Awolowo University, Ile-Ife

📅 2015 - 2019 📍 Osun, Nigeria

GPA

3.98 / 5.0

SKILLS

Market Research Lead Generation

Email Automation Email Copywriting

Klaviyo Email Campaign Optimization

Email Deliverability Data Scraping

Marketing Strategy

Cold Email Campaign

Campaign Management

Ecommerce Marketing Strategy

Email Design ActiveCampaign

Mailchimp Email Template

Shopify

LANGUAGES

English

Native



Spanish

Beginner



German

Beginner

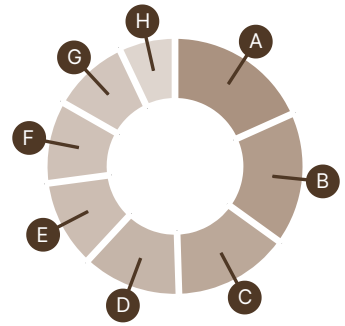


FIND ME ONLINE

 <https://www.linkedin.com/in/damilareola/>

 @iam_damilareola

MY TIME



- A** Reading
- B** Discussing ideas
- C** Family and friends
- D** Planning
- E** Business developing
- F** Looking for new clients
- G** Training
- H** Relaxing