

# KAYLN BALTHAZOR

Email Marketing Specialist

[kayln.balthazor@gmail.com](mailto:kayln.balthazor@gmail.com)

(540) 512-5710

123 Maple Street, Columbus, OH 43215



## PROFILE

Email Marketing Specialist with 1 year of experience in developing and implementing effective email marketing campaigns. Proficient in audience segmentation, A/B testing, and performance analysis to optimize engagement and conversion rates. Strong knowledge of email design, content creation, and marketing automation tools. Demonstrated ability to collaborate with cross-functional teams and manage multiple projects simultaneously. Eager to contribute to the success of innovative marketing strategies and drive business growth.

## LINKS

[linkedin.com/in/kaylnbalthazor](https://www.linkedin.com/in/kaylnbalthazor)

## SKILLS

Mailchimp

A/B Testing

Segmentation

Automation

Constant Contact

Deliverability

GetResponse

## LANGUAGES

English

Japanese

## EMPLOYMENT HISTORY

### Email Marketing Specialist at Infintech Designs, OH

Mar 2023 - Present

- Achieved a 35% increase in email open rates within six months by optimizing subject lines, pre-headers, and send times for Infintech Designs' weekly newsletter, resulting in higher engagement and lead generation.
- Developed and executed a successful re-engagement campaign targeting inactive subscribers, which led to a 20% lift in click-through rates and a 15% reduction in list churn, ultimately improving overall email performance metrics.
- Implemented an A/B testing strategy for email marketing campaigns, leading to a 25% improvement in conversion rates and a 10% increase in average order value for Infintech Designs' e-commerce clients.
- Streamlined the email marketing automation process by creating targeted workflows based on customer behavior, resulting in a 40% increase in email-driven revenue and a 30% reduction in manual workload for the marketing team.

### Associate Email Marketing Specialist at OpenMoves, OH

Jul 2022 - Feb 2023

- Developed and executed a comprehensive email marketing strategy that increased OpenMoves' client base by 35% within one year, resulting in a significant boost in revenue and brand recognition.
- Successfully managed a portfolio of over 50 client accounts, consistently meeting or exceeding monthly performance metrics such as open rates, click-through rates, and conversions, with an average open rate increase of 25% and a click-through rate increase of 18%.
- Implemented advanced segmentation and personalization techniques for targeted email campaigns, leading to a 40% increase in engagement and a 20% increase in customer retention for key accounts.
- Spearheaded A/B testing initiatives and data-driven optimizations, resulting in a 15% improvement in overall campaign performance and enabling the team to make more informed decisions about messaging, design, and targeting.

## EDUCATION

### Bachelor of Science in Marketing with a focus on Email Marketing at Ohio State University, Columbus, OH

Sep 2018 - May 2022

Relevant Coursework: Email Marketing Strategies, Digital Marketing Fundamentals, Content Creation, Social Media Marketing, Consumer Behavior Analysis, Marketing Analytics, and CRM Management.