

Corrinn Babson

Email Marketing Specialist

Profile

As an Email Marketing Specialist with over a year of experience, I successfully executed data-driven email campaigns that resulted in increased customer engagement and retention rates. By leveraging my expertise in marketing automation tools, segmentation strategies, and A/B testing, I was able to optimize email open and click-through rates, driving significant improvements in campaign performance. My strong analytical skills and ability to synthesize data into actionable insights allowed me to develop targeted marketing strategies that effectively reached the desired audience and maximized ROI. With a keen eye for design and content, I consistently produced visually appealing and compelling email communications that resonated with customers and reinforced brand identity. Throughout my tenure, I demonstrated exceptional teamwork and communication skills, collaborating closely with cross-functional teams to ensure seamless execution of marketing initiatives.

Employment History

Email Marketing Specialist at Clever Real Estate, MO

Mar 2023 - Present

- Achieved a 20% increase in email open rates within the first six months of implementing new email marketing strategies, leading to a significant boost in website traffic and client inquiries for Clever Real Estate, MO.
- Successfully segmented Clever Real Estate's email database, resulting in a 15% increase in click-through rates and a 10% reduction in unsubscribe rates, ultimately leading to improved overall engagement and customer retention.
- Designed and executed a highly effective drip email campaign that generated a 25% increase in lead conversions, contributing to a substantial growth in revenue for Clever Real Estate, MO.
- Implemented advanced A/B testing methods and continuous optimization strategies, leading to a 30% improvement in overall email campaign performance and a higher return on investment for Clever Real Estate's marketing efforts.

Associate Email Marketing Specialist at Influence & Co., MO

Jul 2022 - Feb 2023

- Implemented a segmented email marketing strategy that increased open rates by 25% and click-through rates by 15% within six months, leading to a significant boost in lead generation for the company.
- Successfully managed a database of over 50,000 subscribers, ensuring high deliverability rates of 98% and maintaining a low bounce rate of 2% throughout the year.
- Launched a highly effective re-engagement campaign targeting inactive subscribers, resulting in a 30% reactivation rate and contributing to a 10% overall increase in monthly revenue from email marketing efforts.
- Spearheaded A/B testing initiatives for email campaigns, leading to a consistent improvement in performance metrics such as a 20% increase in conversion rates and a 35% reduction in unsubscribe rates.

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📍 123 Main St, Kansas City, MO 64108

Education

Bachelor of Science in Marketing with a focus on Email Marketing at University of Missouri, Columbia, MO

Aug 2018 - May 2022

Relevant Coursework: Digital Marketing Strategies, Email Marketing Campaigns, Consumer Behavior Analysis, Marketing Analytics, Market Research, Content Creation, Social Media Marketing, and Search Engine Optimization.

Links

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

Skills

Copywriting

Data analysis

A/B testing

Marketing automation

Segmentation and targeting

Email design and layout

Deliverability optimization

Languages

English

Mandarin