Kevin Parady

⚲ Hamden, Connecticut, USA ✉ kevin.parady@emailforecom.com ☐ 203 710-0422 ☁ www.linkedin.com/in/kevin-parady/

SUMMARY

Email, SMS & Automation Specialist with 7+ years of experience driving revenue growth and customer retention through data-driven lifecycle marketing strategies. Skilled in Klaviyo, Hubspot, and PostScript to execute high-performing email and SMS campaigns. Expertise in automation workflows, segmentation, and A/B testing to optimize engagement and conversions. Proficient in HTML, CSS, and MJML for responsive email design across devices. Adept in GDPR, CAN-SPAM, and TCPA compliance to ensure deliverability and list hygiene.

EXPERIENCE

Senior Email & SMS Marketing Specialist
Email For Ecom   **June 2019 - Present, Miami, Florida**

· Worked with 100+ clients across diverse e-commerce niches, including fashion, beauty, health, and B2B, developing customized email and SMS marketing strategies that contributed to a 42% increase in revenue across accounts.
· Developed and executed automated workflows in Klaviyo, PostScript, and Attentive, including welcome series, abandoned cart, and win-back flows, leading to a 35% improvement in retention and a 20% reduction in churn.
· Designed and deployed responsive email templates using HTML, CSS, and MJML, ensuring 99% rendering compatibility across major email clients and achieving a 28% increase in click-through rates.
· Conducted A/B and multivariate testing on subject lines, content, visuals, and send times, resulting in a 20% increase in open rates and a 15% boost in overall conversion rates.
· Ensured GDPR, CAN-SPAM, and TCPA compliance by implementing best practices, achieving a 99% inbox placement rate and reducing spam complaints by 12%.
· Collaborated with design, content, and e-commerce teams to create data-driven email and SMS campaigns that increased customer engagement by 30% and enhanced retention strategies.
· Optimized customer journey flows, including cross-sell and upsell strategies, driving a 25% increase in average order value (AOV) and improving customer lifetime value (CLV).
· Integrated Shopify and WooCommerce with Klaviyo to enable personalized product recommendations and automated marketing workflows, improving segmentation accuracy and purchase intent.
· Developed and maintained a comprehensive email and SMS marketing calendar aligned with product launches, promotions, and seasonal campaigns, ensuring timely and effective customer communication.
· Utilized Google Analytics, Klaviyo Analytics, and Looker Studio to track key performance indicators (KPIs), providing actionable insights that improved campaign performance by 28% and enhanced strategic decision-making.

Email Marketing Specialist
Unique Greek Store   **August 2015 - June 2019, Storrs Connecticut**

· Developed and implemented email marketing strategies using Klaviyo and Mailchimp, contributing to over $1M in annual revenue growth.
· Designed and executed automated email workflows, including abandoned cart, welcome series, post-purchase follow-ups, and loyalty campaigns, increasing customer retention by 35%.
· Managed email list segmentation and hygiene, ensuring compliance with GDPR, CAN-SPAM, and TCPA regulations while improving deliverability rates to 98%.
· Created responsive email templates using HTML, CSS, and MJML, optimizing for mobile compatibility and dark mode, resulting in a 28% increase in click-through rates.
· Conducted A/B testing on subject lines, content, visuals, and sending times, leading to a 22% boost in open rates and a 15% increase in conversion rates.
· Integrated Shopify and Klaviyo to automate product recommendations and personalized messaging, enhancing customer experience and driving repeat purchases.
· Led SMS marketing initiatives using PostScript, achieving a 20% lift in engagement and a 10% increase in average order value (AOV).
· Collaborated with the creative and content teams to craft engaging email campaigns aligned with brand guidelines, boosting engagement by 30%.
· Developed and maintained a comprehensive email marketing calendar, coordinating promotions, product launches, and seasonal campaigns.
· Provided in-depth KPI reports to stakeholders, tracking key metrics such as open rates, click-through rates, and revenue per recipient, informing data-driven decisions..

SKILLS

Email Development & Technical Skills: HTML, CSS, MJML, Responsive Email Design, Dark Mode Optimization, Custom Email Templates, Email QA Testing (Litmus, Email on Acid), UTM Tracking, API Integrations, CRM Data Management, Front-End Development

Email & SMS Marketing Platforms: Klaviyo, Salesforce Marketing Cloud, Mailchimp, PostScript, Attentive Mobile, SMSBump, HubSpot, Iterable, Braze, Constant Contact, Twilio

Design & Creative Tools: Figma, Adobe Photoshop, Adobe Illustrator, Email UX/UI Best Practices, Visual Hierarchy in Emails, Copywriting for Email & SMS, Branding Consistency, Mobile-First Email Design

Analytics & Performance Optimization: Google Analytics, Klaviyo Analytics, A/B Testing, Campaign Reporting, Open Rate Optimization, Click-Through Rate Improvement, Revenue Attribution, Customer Lifetime Value (CLV) Analysis, ROI Tracking, Dashboard Creation (Looker Studio)

Compliance & Deliverability Management: GDPR Compliance, CAN-SPAM Compliance, TCPA Compliance, List Hygiene Management, Bounce Rate Reduction, Spam Complaint Mitigation, Inbox Placement Optimization, IP Reputation Management, Opt-in/Opt-out Mechanisms

Project Management & Collaboration: Asana, ClickUp, Trello, Stakeholder Communication, Cross-Functional Collaboration with Design & E-commerce Teams, Scheduling & Deadline Management, Strategic Planning

Soft Skills: Strong Communication, Problem-Solving, Attention to Detail, Analytical Thinking, Creativity, Adaptability, Leadership, Collaboration, Time Management, Ability to Work Independently, Customer-Centric Mindset, Continuous Learning, Strategic Thinking

EDUCATION

Bachelor of Arts | Economics
University of Connecticut · Jan 2013 - Dec 2017