

VICTOR AKINTOYE

Email Marketing Specialist & Designer

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Portfolio: <https://vhiportfolio.framer.website/> | **Behance:** <https://www.behance.net/victorakintoye/projects>

PROFESSIONAL SUMMARY

Email Marketing Strategist & Designer with 2+ years of experience building customer journeys, automation systems, and high-converting campaigns for ecommerce and DTC brands. Specializes in translating customer behavior into personalized email experiences through strategy, segmentation, automation, copywriting, and design. Proven track record of designing full lifecycle email systems in Klaviyo, Mailchimp, and Adobe Journey Optimizer that increase engagement, retention, and revenue for ecommerce brands.

CORE SKILLS

- Lifecycle Marketing, Retention Strategy & Campaign Planning
- Customer Journey Mapping & Audience Segmentation
- Email Automation, Mailchimp, & Klaviyo Flow Architecture
- A/B Testing, Analytics & Performance Reporting
- Shopify Integration & Ecommerce Email Systems
- Email Deliverability & Dynamic Content Personalization
- Email Copywriting, Brand Voice Development & Email Design
- Customer Journey Orchestration (Email, SMS & Push)

TECHNICAL SKILLS & TOOLS

Email & Marketing Platforms: Klaviyo, Mailchimp, Adobe Journey Optimizer (AJO), Shopify, Google Analytics

Design & Creative: Figma, Canva, Framer

Productivity & Data: Google Docs, Google Sheets, Notion

PROFESSIONAL EXPERIENCE

Freelance Email Marketing Strategist

2024 - Present

Ecommerce Brands & DTC Founders | Remote

- Partner directly with ecommerce founders to audit existing email programs, identify gaps in retention systems, and build Klaviyo and Mailchimp infrastructure that drives measurable revenue growth.
- Design and implement full lifecycle flow systems, including welcome series, abandoned cart, browse abandonment, post-purchase sequences, and sunset/win-back campaigns.
- Build behavior-based audience segmentation from scratch using purchase history, engagement data, and predictive properties to ensure targeted message delivery.
- Write all email copy, including subject lines, preview text, body copy, and CTAs, aligned to brand voice while maintaining a sharp, conversion-focused tone.
- Design branded, mobile-first email templates in Figma prior to development in Klaviyo, maintaining type hierarchy and visual consistency across all touchpoints.
- Integrate Klaviyo and Mailchimp with Shopify, configuring event tracking, custom properties, and triggers to support behavioral automation.
- Monitor and report on flow and campaign performance (open rate, click-through rate, revenue per recipient, list growth), iterating strategy based on data insights.

SELECTED PROJECTS

Retention Email System - Genzee Adire

Lifestyle / Fashion Ecommerce Brand

Designed and structured a full lifecycle email marketing system for a culturally driven Nigerian fashion brand, built around modern Adire expression and Gen Z streetwear influence. Developed a retention-focused email ecosystem covering subscriber onboarding, abandoned checkout recovery, post-purchase engagement, and product-drop campaigns using Klaviyo integrated with Shopify.

- Built 4 automated lifecycle flows covering onboarding, conversion recovery, retention, and repeat engagement
- Designed mobile-first email experiences with concise, conversion-focused copy and culturally aligned storytelling
- Structured abandoned cart sequences using progressive urgency escalation while maintaining brand tone
- Developed segmented post-purchase journeys for first-time, repeat, pickup, and delivery customers
- Created campaign direction around identity-driven product drops and emotionally resonant customer messaging
- Designed email layouts and creative assets in Figma prior to implementation in Klaviyo

Tools: Klaviyo, Shopify, Figma, Pinterest, Framer

Retention Email System & Data Architecture - SESE Skincare

Premium / Minimalist D2C Skincare Brand

Built the entire lifecycle email marketing system and a custom skin quiz from scratch for a premium, minimalist skincare brand, including a 7-stage retention framework in Klaviyo linked with Shopify that moved customers from quiz completion through purchase and automated reorders.

- Built 7 automated lifecycle flows covering everything from the first welcome email to long-term customer win-backs
- Designed a native skin quiz using Klaviyo forms to help customers find the right products and reduce choice paralysis
- Created 4 dedicated email tracks based on quiz answers, routing customers automatically to skin-goal-specific routines
- Set up automated replenishment emails timed to when a customer's small-batch bottle was about to run out
- Designed clean, editorial email layouts in Figma with a mobile-first approach and concise copy
- Resolved email overlap issues by implementing logic so quiz-takers did not receive duplicate generic welcome emails
- Implemented direct-to-cart checkout links, enabling customers to purchase a full recommended routine in one click

Tools: Klaviyo, Shopify, Figma, Framer

CERTIFICATIONS

- Email Marketing Certificate - HubSpot Academy
- Klaviyo Practitioner Certificate - Klaviyo Academy
- Fundamentals of Mailchimp Certificate - SimpliLearn
- Adobe Journey Optimizer Foundations - Adobe Digital Experience Program
- Digital Marketing Certificate - HubSpot Academy
- Marketing with Canva Certificate - Canva
- Customer Service Consultant Certificate - EduCourse