

Sia Rao

Email Marketing Specialist · FICTIONAL SAMPLE
Kochi, India

Summary

Fictional demonstration candidate. All employers, education, projects, achievements and outcomes are illustrative and unverified. Not a real application or licence record. Email Marketing Specialist with an illustrative 11-year career in digital acquisition, lifecycle marketing and performance measurement. Combines segmentation, email copy, lifecycle flows with disciplined documentation, practical coordination and clear communication. The sample career progresses from focused execution to independent workstream ownership, with responsibilities and boundaries described for each appointment. Selected work includes lifecycle onboarding series, campaign quality assurance and re-engagement study. These examples explain the original problem, individual contribution, deliverables, review approach and remaining limitations rather than relying on unsupported headline claims. Prepared for experienced email marketing specialist opportunities requiring dependable delivery, thoughtful professional judgement and collaboration. The qualification narrative includes Postgraduate diploma in Marketing Automation. Every named organisation and outcome in this record is fictional; professional eligibility is not independently established. Turn a clear brief into dependable digital acquisition, lifecycle marketing and performance measurement work: understand the context, apply segmentation and email copy, record the evidence and explain the limitations before handover.

Experience

Email Marketing Specialist - Meridian Digital Marketing (fictional)

2024-07 - Present

Independent ownership of scoped email marketing specialist work, coordinating contributors and making review requirements explicit. Includes the first two selected work examples. Mapped needs and built permission-aware segments. Created send checklists and seed-test records. Led brief clarification and prioritised work using segmentation, email copy and lifecycle flows. Raised unresolved constraints before committing to the next stage. Coordinated peer reviews and handover preparation; used a campaign or channel brief to distinguish completed work, assumptions and follow-up needs. Supported colleagues with practical examples of deliverability monitoring and maintained a concise learning record after important assignments. Illustrative career responsibilities. Employer confirmation and underlying work records are not supplied.

Senior Email Marketing Specialist - Northline Digital Marketing (fictional)

2020-07 - 2024-06

Owned defined assignments and supported cross-functional coordination. Developed deeper practice in lifecycle flows and deliverability monitoring. Designed bounded experiments and preference options. Translated incoming requirements into a sequenced plan and aligned responsibilities with the project or service owner. Applied a/b testing and crm to resolve delivery questions while maintaining source and decision notes. Introduced reusable working documents and reviewed exceptions with the responsible specialist rather than silently changing scope. Prepared a experiment and performance review so the next team could understand the work and remaining questions. Illustrative career responsibilities. Employer confirmation and underlying work records are not supplied.

Email Marketing Specialist - Cedarbridge Digital Marketing (fictional)

2017-07 - 2020-06

Progressed from supported tasks to independently managed assignments, with review available for unfamiliar or higher-risk decisions. Handled recurring work involving segmentation and email copy using a documented preparation and review process. Supported campaign quality assurance by organising inputs, maintaining issue notes and incorporating reviewer feedback. Coordinated colleagues and internal stakeholders using concise status updates, clear questions and agreed next steps. Improved record consistency through consent records and documented handover expectations. Illustrative career responsibilities. Employer confirmation and underlying work records are not

supplied.

Assistant Email Marketing Specialist - Cedarbridge Digital Marketing (fictional)

2015-07 - 2017-06

Built practical foundations through supervised assignments, routine documentation and feedback from experienced colleagues. Assisted with segmentation and lifecycle flows within an agreed scope and escalated unfamiliar work. Prepared inputs and checked completeness before passing work to the responsible reviewer. Maintained task records and learned to communicate assumptions, constraints and observed problems clearly. Applied review feedback to subsequent assignments and developed a dependable working routine. Illustrative career responsibilities. Employer confirmation and underlying work records are not supplied.

Education

Postgraduate diploma in Marketing Automation - Asterbridge Institute of Professional Studies (fictional institution)

2014-07 - 2015-05

completed - fictional record segmentation email copy deliverability monitoring Specialist study on lifecycle onboarding series; an illustrative learning project, not a published result.

BBA in Marketing - Cedarhaven College of Applied Studies (fictional institution)

2011-07 - 2014-05

completed - fictional record lifecycle flows A/B testing CRM Applied coursework in segmentation, documentation and reviewed practical assignments.

Projects

Lifecycle onboarding series

Fictional internal work programme in digital acquisition, lifecycle marketing and performance measurement; not a real client case study. Problem: New subscribers received the same message sequence. Objective: Create a workable response to this issue through segmentation, explicit review criteria and practical documentation. Agree the boundaries before execution and retain unresolved points for follow-up. Email Marketing Specialist; owned the stated workstream, not the full organisation or every collaborator contribution. Mapped needs and built permission-aware segments. Prepared the scope with the commissioning team, identified unresolved inputs and used segmentation to turn the brief into a sequenced work package. Applied email copy and lifecycle flows while coordinating reviews with the designated owner. Kept decision notes so collaborators could separate facts, assumptions and changes. Assembled the handover material, explained open limitations and agreed which items needed further review rather than presenting them as completed. Methods: segmentation; email copy; lifecycle flows; deliverability monitoring Deliverables: Lifecycle onboarding series - scoped brief; Lifecycle onboarding series - reviewed working package; Lifecycle onboarding series - handover and learning summary Review: Reviewed the scoped output against the agreed brief, recorded exceptions and checked that key conclusions could be traced to observations. The review package calls for a campaign or channel brief and a named human reviewer. Illustrative outcome: the team adopted a repeatable approach for lifecycle onboarding series, with clearer ownership and reviewable records. This is a fictional qualitative result; no real performance measurement or external acceptance evidence is supplied. Limitations: Synthetic demonstration only. Results and spend are illustrative. No real campaign attribution, client ROI or platform certification is claimed. No underlying client documents, independently verified measurements or signed approval records are attached.

Campaign quality assurance

Fictional internal work programme in digital acquisition, lifecycle marketing and performance measurement; not a real client case study. Problem: Broken links and inconsistent targeting escaped review. Objective: Create a workable response to this issue through email copy, explicit review criteria and practical documentation. Agree the boundaries before execution and retain unresolved points for follow-up. Email Marketing Specialist; owned the stated workstream, not the full organisation or every

collaborator contribution. Created send checklists and seed-test records. Prepared the scope with the commissioning team, identified unresolved inputs and used lifecycle flows to turn the brief into a sequenced work package. Applied deliverability monitoring and a/b testing while coordinating reviews with the designated owner. Kept decision notes so collaborators could separate facts, assumptions and changes. Assembled the handover material, explained open limitations and agreed which items needed further review rather than presenting them as completed. Methods: email copy; lifecycle flows; deliverability monitoring; A/B testing Deliverables: Campaign quality assurance - scoped brief; Campaign quality assurance - reviewed working package; Campaign quality assurance - handover and learning summary Review: Reviewed the scoped output against the agreed brief, recorded exceptions and checked that key conclusions could be traced to observations. The review package calls for a measurement specification and a named human reviewer. Illustrative outcome: the team adopted a repeatable approach for campaign quality assurance, with clearer ownership and reviewable records. This is a fictional qualitative result; no real performance measurement or external acceptance evidence is supplied. Limitations: Synthetic demonstration only. Results and spend are illustrative. No real campaign attribution, client ROI or platform certification is claimed. No underlying client documents, independently verified measurements or signed approval records are attached.

Re-engagement study

Fictional internal work programme in digital acquisition, lifecycle marketing and performance measurement; not a real client case study. Problem: Inactive audiences were contacted without a clear hypothesis. Objective: Create a workable response to this issue through lifecycle flows, explicit review criteria and practical documentation. Agree the boundaries before execution and retain unresolved points for follow-up. Email Marketing Specialist; owned the stated workstream, not the full organisation or every collaborator contribution. Designed bounded experiments and preference options. Prepared the scope with the commissioning team, identified unresolved inputs and used a/b testing to turn the brief into a sequenced work package. Applied crm and consent records while coordinating reviews with the designated owner. Kept decision notes so collaborators could separate facts, assumptions and changes. Assembled the handover material, explained open limitations and agreed which items needed further review rather than presenting them as completed. Methods: lifecycle flows; deliverability monitoring; A/B testing; CRM Deliverables: Re-engagement study - scoped brief; Re-engagement study - reviewed working package; Re-engagement study - handover and learning summary Review: Reviewed the scoped output against the agreed brief, recorded exceptions and checked that key conclusions could be traced to observations. The review package calls for a experiment and performance review and a named human reviewer. Illustrative outcome: the team adopted a repeatable approach for re-engagement study, with clearer ownership and reviewable records. This is a fictional qualitative result; no real performance measurement or external acceptance evidence is supplied. Limitations: Synthetic demonstration only. Results and spend are illustrative. No real campaign attribution, client ROI or platform certification is claimed. No underlying client documents, independently verified measurements or signed approval records are attached.

Skills

segmentation

Applied to lifecycle onboarding series through documented preparation, execution and review.

email copy

Applied to campaign quality assurance through documented preparation, execution and review.

lifecycle flows

Applied to re-engagement study through documented preparation, execution and review.

deliverability monitoring

Applied to lifecycle onboarding series through documented preparation, execution and review.

A/B testing

Applied to campaign quality assurance through documented preparation, execution and review.

CRM

Applied to re-engagement study through documented preparation, execution and review.

consent records

Applied to lifecycle onboarding series through documented preparation, execution and review.

campaign QA

Applied to campaign quality assurance through documented preparation, execution and review.

Certifications

Marketing measurement lab

Meridian Professional Learning Studio (fictional) 2023 continuing learning - not a licence or certification Segmentation and deliverability monitoring in the context of email marketing specialist work. Used reflective exercises and a bounded practice example related to lifecycle onboarding series.

Audience research workshop

Meridian Professional Learning Studio (fictional) 2024 continuing learning - not a licence or certification Email copy and a/b testing in the context of email marketing specialist work. Used reflective exercises and a bounded practice example related to campaign quality assurance.

Creative experimentation practicum

Meridian Professional Learning Studio (fictional) 2025 continuing learning - not a licence or certification Lifecycle flows and crm in the context of email marketing specialist work. Used reflective exercises and a bounded practice example related to re-engagement study.

Languages

English

professional working - fictional sample

Hindi

professional working - fictional sample

Achievements

Lifecycle onboarding series

Mapped needs and built permission-aware segments. The achievement is the described workstream contribution; independent outcome evidence is not supplied.

Campaign quality assurance

Created send checklists and seed-test records. The achievement is the described workstream contribution; independent outcome evidence is not supplied.

Re-engagement study

Designed bounded experiments and preference options. The achievement is the described workstream contribution; independent outcome evidence is not supplied.