



SIA RAO

Email Marketing Specialist

segmentation, email copy, lifecycle flows

Kochi, India | sia.rao@example.com | ROLE 12-06

FICTIONAL SAMPLE - all employers, qualifications and outcomes are illustrative and unverified.

EXECUTIVE SUMMARY

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.

AT A GLANCE

11 years ILLUSTRATIVE CAREER	4 CAREER APPOINTMENTS	3 WORK EXAMPLES	2 EDUCATION RECORDS
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CORE COMPETENCIES

- segmentation / email copy
- lifecycle flows / deliverability monitoring
- A/B testing / CRM
- consent records / campaign QA

PROFESSIONAL MISSION

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.

Career family: Digital Marketing & Growth | Snapshot: 2026-09-22

PROFESSIONAL EXPERIENCE / RECENT

Email Marketing Specialist

Meridian Digital Marketing (fictional)

Jul 2024 - Present | Kochi, India

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)

Jul 2020 - Jun 2024 | Kochi, India

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.

PROFESSIONAL WORKING PRINCIPLES

- Link campaigns to a clear audience, proposition and measurable journey.
- Separate attributed performance from causal claims and state tracking limitations.
- Use approved creative, consent-aware data handling and documented experiment decisions.

PROFESSIONAL EXPERIENCE / EARLIER

Email Marketing Specialist

Cedarbridge Digital Marketing (fictional)

Jul 2017 - Jun 2020 | Kochi, India

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)

Jul 2015 - Jun 2017 | Kochi, India

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.

SELECTED CONTRIBUTIONS

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.

SELECTED WORK / 01

Lifecycle onboarding series

P1 | Jan 2025 - Jun 2025 | FICTIONAL WORK EXAMPLE

Context. 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.

Contribution and ownership. 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.

Suggested evidence (not supplied): campaign or channel brief; measurement specification; experiment and performance review.

SPECIALIST PRACTICE

Measurement discipline

The sample focuses on segmentation, email copy, lifecycle flows. Approvals, supervision and specialist input are identified in each work package; work outside this scope is referred to the designated responsible person.

Peer learning and practical guidance. Created short examples on segmentation and deliverability monitoring for colleagues. Separated personal preferences from agreed team procedures and recorded useful questions.

Review and handover discipline. Facilitated practical reviews of campaign quality assurance, ensuring that unresolved issues retained a named owner rather than disappearing from final presentations.

Results and spend are illustrative. No real campaign attribution, client ROI or platform certification is claimed.

SELECTED WORK / 02 AND 03

Campaign quality assurance

P2 | Jan 2026 - Jun 2026 | Meridian Digital Marketing (fictional)

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.

Ownership. 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

Delivered. Campaign quality assurance - scoped brief; Campaign quality assurance - reviewed working package; Campaign quality assurance - handover and learning summary

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.

Suggested evidence (not supplied): campaign or channel brief; measurement specification; experiment and performance review.

Re-engagement study

P3 | Jan 2021 - Jun 2021 | Northline Digital Marketing (fictional)

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.

Ownership. 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

Delivered. Re-engagement study - scoped brief; Re-engagement study - reviewed working package; Re-engagement study - handover and learning summary

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.

Suggested evidence (not supplied): campaign or channel brief; measurement specification; experiment and performance review.

EDUCATION AND SPECIALIST LEARNING

Postgraduate diploma in Marketing Automation

Asterbridge Institute of Professional Studies (fictional institution)
Jul 2014 - May 2015 | completed - fictional record
Focus: 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)
Jul 2011 - May 2014 | completed - fictional record
Focus: lifecycle flows, A/B testing, CRM. Applied coursework in segmentation, documentation and reviewed practical assignments.

CONTINUING PROFESSIONAL DEVELOPMENT

Marketing measurement lab (2023). 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 (2024). 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 (2025). 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.

Provider for these illustrative learning records: Meridian Professional Learning Studio (fictional). Not a licence or certification.

LANGUAGES AND WORKING PREFERENCES

English and Hindi - professional working proficiency in this fictional record.

Work arrangement: hybrid; remote feasibility discussed per role. Relocation: open to discussion - sample preference. Availability: not confirmed; discuss before an interview.

CREDENTIAL AND EVIDENCE STATUS

Results and spend are illustrative. No real campaign attribution, client ROI or platform certification is claimed.

Synthetic qualification and institution names illustrate profile fields only; they are not a validated qualification route or recognised accreditation claim.

No real referee, endorsement, award, publication, membership or licence is supplied.

Use for templates, product demonstrations and test data only. Replace fictional claims and remove the demo label only after approval of real candidate information.

Contact placeholder: sia.rao@example.com. No phone, live profile URL or verified reference is supplied.

Complete machine-readable data: profile.json. Interactive companion: portfolio.html. Reference CV used for structure only; this is not Ajay Prajapat's biography.