Branwen Castellano

Email Marketing Specialist

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SUMMARY

Email marketing specialist with 3 years running lifecycle and campaign email in Klaviyo for a direct-to-consumer skincare brand, plus a year on an agency email team. Rebuilt the welcome flow to lift its revenue per recipient by 34%, and runs a subject-line testing program across 40+ sends a month. Comfortable owning segmentation, deliverability and reporting end to end.

EXPERIENCE

Email Marketing Specialist — Marlow & Birch Skincare

Denver, CO · Apr 2022 – Present

- Rebuilt the 5-email welcome flow in Klaviyo, raising revenue per recipient by 34% and first-purchase conversion by 9 points.
- Ran subject-line and send-time A/B tests on 40+ campaigns a month, lifting average open rate from 22% to 29%.
- Segmented the 180,000-subscriber list by purchase history and engagement, cutting unsubscribes by 18% after moving low-engagement contacts to a lighter cadence.
- Built a win-back flow for lapsed customers that recovered $62,000 in revenue in its first 6 months.
- Monitored deliverability weekly across 3 sending domains, keeping inbox placement above 96% and spam complaints under 0.02%.

Email Marketing Coordinator — Thistledown Digital Agency

Denver, CO · Jun 2021 – Mar 2022

- Built and scheduled email campaigns in HubSpot and Mailchimp for 6 small-business clients across retail and services.
- Wrote A/B tests on subject lines for 12 clients, applying winning patterns across future sends and raising average open rate by 4 points.
- Cleaned and merged 5 clients' email lists ahead of migration to HubSpot, removing 3,400 invalid or duplicate addresses.

SKILLS

Platforms: Klaviyo, HubSpot, Mailchimp, Braze (basic)

Strategy: Lifecycle flows, segmentation, A/B testing, list growth, win-back campaigns

Technical: HTML/CSS for email, UTM tagging, basic SQL for list pulls, deliverability monitoring

Analytics: Google Analytics 4, Klaviyo and HubSpot reporting, revenue attribution

CERTIFICATIONS

HubSpot Email Marketing Certification, 2022

EDUCATION

B.A. Communications, University of Denver, 2021

Fictional example by FindAJobAI: the person, employers and numbers are invented.