


# Lily Scott

## Email Marketing Specialist

**Detail-oriented email marketing specialist focused on engagement and retention**

Experienced email marketing specialist with nine years of success designing and executing email campaigns. Skilled in audience segmentation, personalization, and automation to drive customer engagement.

### CONTACT INFORMATION

 (654) 321-0987

 email@example.com

 LinkedIn

 Orlando, FL

### EDUCATION

- BACHELOR OF ARTS IN COMMUNICATION | UNIVERSITY OF CENTRAL FLORIDA | ORLANDO, FL**

### KEY SKILLS

- Email automation tools (Mailchimp, HubSpot)**
- Personalization and segmentation**
- Retention strategies**

### PROFESSIONAL EXPERIENCE

**EMAIL MARKETING SPECIALIST | BRIGHT FUTURE MARKETING | MARCH 2018 TO PRESENT**

- Designed automated email campaigns that increased customer retention by 25%
- Analyzed performance metrics to improve open rates by 15% and click-through rates by 10%
- Collaborate with content teams to create engaging email copy and visuals

**MARKETING ASSISTANT | COASTAL MARKETING AGENCY | JANUARY 2016 TO FEBRUARY 2018**

- Supported email marketing efforts by maintaining clean and accurate contact lists
- Scheduled and monitored weekly newsletters, ensuring consistent delivery
- Researched best practices for improving email engagement

### CERTIFICATIONS

- HubSpot Email Marketing Certification | HubSpot | May 2022