

## CRM & Retention Marketing Specialist Resume

Name: Гена Сакунц

Title: CRM & Retention Marketing Specialist | eCommerce | Klaviyo | Lifecycle Strategy

Location: Open to remote work & relocation (EU, UAE, US)

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### Profile Summary

CRM and Retention Marketing specialist with 3+ years of experience growing US-based eCommerce brands. Expert in email, SMS, and push campaigns that drive customer loyalty and revenue. Delivered \$6M in Q4 2024 revenue through Klaviyo-powered automations, accounting for 26% of total company sales. Certified in Klaviyo. Passionate about building smart lifecycle strategies with a balance of data, creativity, and impact.

### Professional Experience

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CRM & Retention Marketing Specialist

Feb 2023 – Present | Remote / Armenia

- Owned full retention marketing cycle (email, SMS, push) for a US-based DTC brand on Shopify.
- Delivered over \$6M in Q4 2024 revenue, accounting for 26% of company total.
- Achieved 888% YoY growth from CRM channels through better flows, segmentation, and testing.
- Wrote high-converting email/SMS copy, improved subject lines, and implemented behavior-based logic.
- Built and optimized all major lifecycle flows: welcome series, cart abandonment, post-purchase, winback.
- Collaborated with creative and product teams; reported campaign performance to stakeholders.

### Key Projects

1. Holiday-to-Winter Retention Campaign (Dec–Jan)

Goal: Boost retention and revenue during the holiday and post-holiday slowdown.

Action: Designed and executed a full-funnel retention strategy across email and SMS, including holiday promos, personalized winback flows, and post-purchase sequences.

Result:

- Generated \$3,006,001.02 in attributed revenue (~27.3% of total company sales)

- Achieved +258% YoY growth from retention channels
- Contributed to one of the brand's strongest winter performance periods ever

## 2. Welcome Flow – Q3 "Buy 2 Get 2 Free" Offer

Goal: Convert new leads into first-time buyers via exclusive offer.

Action: Built and optimized a multi-step welcome flow with A/B tested copy and incentive-driven messaging.

Result:

- Reached 169,010 recipients
- Generated \$284,366.79 in revenue (\$1.68/recipient)
- Increased revenue by 128.71% YoY for this flow

## 3. Abandoned Checkout Recovery Flow

Goal: Recover lost revenue from high-intent shoppers who didn't complete checkout.

Action: Designed behavior-based flow with urgency triggers, dynamic product blocks, and tested subject lines.

Result:

- Targeted 43,283 users
- Generated \$174,818.05 in revenue (\$4.04/recipient)
- Improved revenue from this segment by 53.61%

## Skills

CRM Marketing • Retention Marketing • Email Marketing • Lifecycle Marketing • Klaviyo • Shopify • Copywriting • Customer Segmentation • A/B Testing • Funnel Optimization • Postscript • Google Analytics • Push Campaigns • Data-Driven Strategy

## Certifications

Klaviyo Product Certification

## Languages

English – Fluent

Russian – Native

Armenian – [Specify Level if relevant]