

LONDON KELLEY

Email & Content Marketing Manager

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Redding, California



EXPERIENCE

Email Marketing Manager

Freelance

10/2019 - Current (Remote)

- Collaborated with Marketing Consultants providing full-service email marketing and brand copywriting services and content strategies for e-commerce consumer packaged goods companies
- Integrated AI applications to optimize workflows, streamline content ideation, and refine email marketing strategies, maximizing engagement
- Designed and built branded email templates, creatives, landing pages, and digital assets to enhance user experience, improve click-through rates, and align with growth objectives
- Developed high-performing automations, click worthy subject lines, and engaging copy ensuring brand voice consistency and driving customer action

Copywriter & Email Marketing Manager

Anthology Brands

03/2020 - 03/2023 (Remote)

- Spearheaded content strategy and copywriting for B2C websites, social media channels, affiliate campaigns, and email marketing initiatives, driving brand awareness, building trust and improving organic SEO
- Managed various marketing platforms, set up and oversaw CRM, and developed email drip campaigns, ensuring consistent messaging and cross channel engagement boosting customer retention
- Collaborated closely with marketing team to plan marketing campaigns that foster strong relationships between customers and the brand
- Brand voice expertise and evergreen content writing for FAQ's, product descriptions, landing pages and various marketing assets

Copywriter & Customer Service

INDVR Brands

03/2020 - 10/2022 (Remote)

- Crafted compelling copy for websites, blogs, product descriptions, email campaigns, and press releases, enhancing brand visibility and customer engagement across digital platforms.
- Developed clear, detailed product support documents and FAQs, improving customer understanding of features, use cases, and benefits while maintaining strong brand voice and attention to detail.
- Delivered outstanding customer service via email and chat, resolving inquiries swiftly to boost satisfaction and retention rates.

Email Marketing Manager

DNA Distributors

04/2019 - 11/2021 (Remote)

- Managed and optimized email marketing platform and CRM system to ensure efficient campaign execution and maximize ROI
- Developed and implemented targeted email drip campaigns and compelling weekly newsletters, resulting in increased brand awareness and customer loyalty
- Designed and built creatives and visually appealing email templates, enhancing user experience, campaign performance and driving higher engagement rates

SUMMARY

Content strategist and creative copywriter with five years of experience in B2C and B2B marketing. I excel at crafting compelling brand narratives that engage, convert, and retain customers. My expertise spans brand voice development, email marketing, design, and campaign automation, all geared toward long-term customer success. With a strategic blend of messaging, copy, and design, I am passionate about communicating brand identity and values to build trust, foster connection, and drive meaningful audience engagement.

KEY ACHIEVEMENTS



Open Rate Increase

Boosted email open rates by 30% with optimized subject lines and segmented lists.



ROI Growth

Increased email marketing ROI by 50% through targeted campaigns and strategic automations.



Template Design Success

Designed 15 high-engagement email templates resulting in a 20% increase in click-through-rate.



Customer Retention Boost

Improved customer retention rate by 25% with personalized email marketing strategies.

CERTIFICATIONS

Google AI Essentials

Google

Fundamentals of digital marketing

Google

Klaviyo deliverability certificate

Klaviyo

SKILLS

CRM

ECommerce

Email Marketing

Customer Journey

Graphic Design

Email Operations

Content Calendar

Research

Communications

Copywriting

SEO

AI