

JEREMY POHN

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OVERVIEW

Email Marketing Specialist

Possesses over 10 years of experience planning, producing and executing email marketing campaigns and automation funnels while monitoring and analyzing email performance.

Web Marketing Content Writer

Possesses over 10 years of experience producing marketing copy for e-commerce websites, Amazon listings and storefronts, email marketing campaigns, retail packaging and product manuals.

EXPERIENCE

NuWave, LLC Vernon Hills, Illinois

05/2012-Present

Select Duties & Accomplishments

- Oversee the planning, execution and performance of promotional email marketing campaigns sent out to targeted audience segments to maximize revenue and optimize KPIs.
 - Modernized the email send strategy, doing away with the rudimentary shotgun approach in favor of a targeted approach with dozens of customer segments.
 - Eliminated unnecessary bloat in the email audience by removing inactive, unengaged users, reducing the email list from over 1.1 million down to a more streamlined 400,000 users.
- Create new customer automation funnels for both email and SMS marketing channels while monitoring performance and fine-tuning customer journeys accordingly.
 - Created 6 automated customer flows from scratch ranging from Post Purchase to Winback to maximize customer satisfaction, retention and sales opportunities.
- Act as the primary point person between the web marketing team and a third party marketing agency to coordinate email design and development.
- Write and edit marketing copy, product details and company information for highly trafficked e-commerce websites as well as Amazon listings.
- Collaborate with social media marketing team to develop, write and edit content while executing remarketing advertising campaigns that coincide with promotional efforts on other platforms.
- Write and edit copy for product manuals and retail packaging to ensure consistent and accurate messaging that is easily readable and digestible.
- Collaborate with video production staff to write and edit content for marketing infomercials, ensuring accuracy and an appealing message for the target audience to maximize sales.

SKILLS

- Email Marketing
- Attentive SMS Platform
- SMS Marketing
- Klaviyo Email Platform
- Google Analytics
- Project Management

EDUCATION

University of Illinois at Urbana-Champaign

Bachelor of Arts in Political Science, Minor in Informatics, 2011