

JANET WALOWE MLOLWA

CONTACT

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SKILLS

Klaviyo
Brand Marketing
Customer Journey Mapping
Email Automation
Email Copywriting
Content Strategy
Customer Retention
Lifecycle Marketing
Canva
Google Sheets

ACHIEVEMENTS & AWARDS

Within the first month of my contract, the Klaviyo retention strategy outperformed initial expectations, with Klaviyo-attributed revenue reaching 50.97% of total Shopify revenue. This result demonstrated the effectiveness of a well-executed lifecycle marketing strategy and strengthened the client's confidence in the platform's ability to drive measurable growth through strategic email marketing.

OBJECTIVE

Results and Growth-oriented Email Marketing Specialist passionate about DTC e-commerce, customer retention, and lifecycle marketing. Experienced in leveraging Klaviyo and Shopify to create automated email experiences that strengthen customer relationships and deliver measurable business results.

EXPERIENCE

Sandstorm Kenya

June 2026 - Present

Email Marketing Specialist – Klaviyo (Contract)

Managed Klaviyo lifecycle email marketing for a Shopify e-commerce brand.

Built and optimized automated email flows, including post-purchase and fulfilled order journeys.

Created customer segments to deliver personalized lifecycle campaigns.

Supported migration from Omnisend to Klaviyo.

Increased Klaviyo-attributed revenue to 50.97% of total Shopify revenue through lifecycle marketing initiatives.

Planned and executed promotional email campaigns for key sales events.

Integrated Klaviyo with Shopify and supported Google Ads audience synchronization.

Contributed to the optimization of email marketing performance through campaign analysis and A/B testing initiatives.

Urbanwise Solutions - Internship

September 2024 - May 2024

Content Strategist & Copywriter

Conducted market and customer research to inform product positioning and refine customer communication strategies.

Collaborated with product and development teams to align customer experience with marketing initiatives.

Developed marketing copy and content for digital campaigns while maintaining brand consistency across channels.

Contributed to the company's recognition as one of East Africa's Top 28 Real Estate Startups.

M.Swahili Diner

March 2021 - November 2024

Founder & Brand Manager

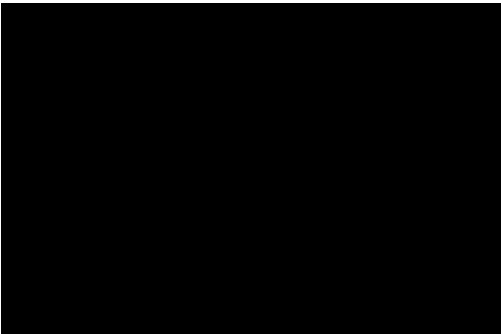
Founded and managed an online food business, overseeing branding, marketing, and customer experience.

Tested product-market fit through customer feedback and continuous menu optimization.

Planned and executed social media campaigns to increase brand awareness and customer acquisition.

Managed customer relationships and feedback to improve retention and overall brand engagement.

EDUCATION



Pendo.io
2024
Certificate in AI Product Management

ALX Africa
2024
Certificate in AI Career Essentials

University of Nairobi
2018
Bachelor of Science in Fisheries and Aquaculture Management
Second Class Honours Upper-Division