

DANA JANE IMPELIDO

KLAVIYO EMAIL & SMS MARKETING SPECIALIST

DTC Ecommerce Brands & Marketing Agencies

Contact

workwithjaneemailmarketer@gmail.com

Philippines · Remote

Core Skills

- Klaviyo Account Audits & Strategy
- Lifecycle Flows (Welcome, Cart, Checkout, Browse, Post-Purchase, Replenishment, Winback, Sunset, Back in Stock)
- Deliverability & List Health (SPF, DKIM, DMARC, list validation)
- Advanced Segmentation & Personalization
- Campaign Planning & Calendars
- A/B Testing & Revenue Reporting
- Signup Forms & List Growth
- SMS Setup, Consent & Quiet Hours
- Email Design (Figma, Canva)
- Email Copywriting

Tools

Email & SMS
Klaviyo, Mailchimp

Ecommerce
Shopify, BigCommerce, WooCommerce, Amazon

Design & Workflow
Figma, Canva, Slack, ClickUp

Education

Bachelor of Science in Information Technology

About Me

Klaviyo email and SMS specialist with 3+ years in email marketing. I help Shopify and BigCommerce brands grow repeat revenue through flows, segmentation and campaigns, covering strategy, copy, design and build. I work with brands directly and as an agency partner.

Selected Results

Email flows I manage for a multi-million-dollar hardwood brand · Jun–Aug 2026

Flow	Orders	Revenue
Welcome	207	$292K
Abandoned checkout	82	$185K
Browse abandonment	37	$76K
All 8 flows · up 19.4% on the previous 90 days	**358**	**$597K**

Also: 4.9× email revenue in one month for an eyewear brand (open rate 18.1% to 31.7%).

Professional Experience

Klaviyo Email & SMS Marketing Specialist

June 2023 – Present

DTC Ecommerce Brands & Marketing Agencies

Agency implementation partner · *2+ years · DTC brands across many industries*

- Audit client Klaviyo accounts and recommend a growth plan, so each brand knows what to fix first.
- Set up and rebuild email and SMS flows that bring customers back.
- Upload and build emails in Klaviyo, and check each one before it goes live.
- Add SMS to existing flows so brands can reach customers on a second channel.
- Review A/B tests so the better-performing version is the one rolled out.

Multi-million-dollar hardwood brand · *BigCommerce · direct client, full service*

- Run and maintain the brand's Klaviyo account end to end, from audits and flow builds to campaigns and reporting.
- Build and maintain the flows that recover carts and follow up after purchase.
- Plan and send segmented campaigns, and report results every month.
- Run a weekly flow health check to catch problems before they cost sales.

Eyewear brand · *Shopify + Amazon · direct client, full service*

- Led the move to Klaviyo and cleaned the list to get emails back into the inbox.
- Built 10 lifecycle flows from scratch, so sales don't depend on campaigns alone.
- Plan, write and send the campaigns, and report results every month.
- Built signup forms that grow the subscriber list.

Other direct clients · *DTC ecommerce brands since 2023*

- Managed campaign calendars end to end, from copy and design to scheduling and reporting.
- Built and optimized welcome, cart, post-purchase and winback flows.
- Designed emails in Figma, built them in Klaviyo, and grew lists with popups.

Client names withheld for confidentiality. Case studies available on request.