

ADEBISI JOEL

Klaviyo Email Marketing Expert | Shopify eCommerce Specialist

Email: adebisijoel860@gmail.com | Guru: guru.com/freelancers/adebisi-joel | Location: Nigeria

PROFESSIONAL SUMMARY

Results-driven Klaviyo Email Marketing Expert with 5 years of experience specializing in building high-converting email systems for Shopify eCommerce brands. Proven track record of transforming email marketing into a predictable revenue channel generating 25-40% of total store revenue. Expert in email automation, lifecycle flows, advanced segmentation, A/B testing, and deliverability optimization. Combines data-driven strategy with compelling email creative to maximize customer lifetime value and retention.

CORE EXPERTISE

Klaviyo Platform Account setup, audit, optimization, flow architecture, campaign management, SMS integration	Email Automation Welcome series, abandoned cart, browse abandonment, post-purchase, winback, sunset flows
Segmentation & Personalization Behavioral targeting, RFM segmentation, predictive analytics, dynamic content	A/B Testing & CRO Subject line testing, send time optimization, content variants, CTA performance
Deliverability SPF/DKIM/DMARC setup, inbox placement, list hygiene, reputation management	eCommerce Strategy Customer journey mapping, lifecycle marketing, retention strategies, LTV optimization

SERVICES OFFERED

- Klaviyo Account Audit & Optimization — Full performance review with actionable revenue recovery plan
- High-Converting Email Flows — Welcome, Abandoned Cart, Browse Abandonment, Post-Purchase, Winback, Sunset
- Strategic Email Campaigns — Promotional blasts, product launches, seasonal campaigns, newsletters
- Advanced Segmentation — Precision targeting by behavior, purchase history, engagement, and lifecycle stage
- A/B Testing & Conversion Optimization — Data-driven testing to maximize open rates, CTR, and revenue
- SMS Marketing Integration — Unified email + SMS strategy for omnichannel growth

- • Deliverability Optimization — Technical setup (SPF, DKIM, DMARC) and inbox placement improvement
- • List Growth & Lead Generation — Popup strategy, embedded forms, lead magnets, and acquisition funnels
- • Customer Journey Mapping — End-to-end lifecycle strategy aligned with brand goals and revenue targets
- • Monthly Email Marketing Management — Ongoing campaign execution, flow monitoring, and performance reporting

VALUE PROPOSITION

For Shopify eCommerce Brands: I don't just set up flows—I build complete, scalable email marketing systems that turn subscribers into repeat buyers. Every strategy is backed by data, every flow is optimized for conversion, and every campaign is designed to increase customer lifetime value. My focus is on measurable revenue growth, not vanity metrics.

- • Target: 25-40% of total store revenue from email marketing channel
- • Increased open rates, click-through rates, and conversion rates through continuous A/B testing
- • Improved customer retention and repeat purchase frequency via lifecycle automation
- • Better deliverability and inbox placement ensuring messages reach engaged subscribers
- • Scalable marketing automation that grows with your store without proportional effort increase

TOOLS & PLATFORMS

Primary: Klaviyo | Shopify | Email Automation | SMS Marketing

Analytics: Google Analytics 4 | Klaviyo Native Reporting | A/B Testing Frameworks

Design: Canva Pro | Figma | Email Template Builders

Deliverability: SPF/DKIM/DMARC | Inbox Placement Tools | List Hygiene Services

Project Management: Notion | Google Workspace | Trello | Asana

Communication: Guru Messenger | Email | Zoom | Google Meet | Slack

WHO I WORK WITH

- • Shopify stores looking to increase revenue through strategic email marketing
- • eCommerce brands struggling with low open rates, poor conversions, or weak email ROI
- • DTC brands ready to implement or upgrade marketing automation systems
- • Businesses seeking scalable, data-driven Klaviyo strategies for long-term growth
- • Stores that want to turn email marketing into a predictable, automated revenue engine

WORK TERMS & AVAILABILITY

Rate: \$10.00/hour (hourly) | Fixed-price packages available for defined deliverables

Availability: 20-30 hours/week for ongoing retainers; project-based work with agreed timelines

Turnaround: 3-5 business days for flow builds; 1-2 weeks for full audits and strategy implementation

Payment: Milestone-based through Guru SafePay

Communication: 24-hour response guarantee; weekly progress updates; detailed performance reporting

Revisions: Up to 2 rounds included per fixed-price deliverable

KEYWORDS

Klaviyo Email Marketing, Klaviyo Expert, Klaviyo Specialist, Email Marketing, Email Automation, Marketing Automation, Klaviyo Flows, Email Flows, Welcome Flow, Abandoned Cart Flow, Browse Abandonment Flow, Post-Purchase Flow, Winback Flow, Klaviyo Campaigns, Email Campaigns, Shopify Email Marketing, eCommerce Email Marketing, Shopify Automation, SMS Marketing, Segmentation, Personalization, A/B Testing, Conversion Optimization, ROI, Revenue Growth, Customer Retention, Lifecycle Marketing, Deliverability Optimization, SPF, DKIM, DMARC, List Growth, Lead Generation, Customer Journey Optimization