

STEVEN WOLANIN

DEMAND GENERATION | AI-POWERED MARKETING | GLOBAL

Digital marketing professional with a rare blend of technical depth and creative strategy. Experienced in planning and executing global campaigns that drive growth across marketing and sales channels, and actually understanding the systems powering them.

EXPERIENCE

Senior Demand Gen Marketing Specialist

Klaviyo | Boston, Massachusetts | August 2023 - Current

- Developing signal-triggered cross-sell and nurture flows to optimize conversions.
- Managing lifecycle programs from acquisition to cross-sell, enhancing pipeline and retention.
- Creating a weekly blog newsletter that has driven \$500K in closed-won revenue in under 10 months, elevating brand awareness across AI and product updates.
- Driving stakeholder email open rates from 25% to 60% through targeted segmentation, refreshed templates, and optimized content strategy.
- Executing campaign kickoffs and BOMs to refine segment targeting and timing.
- Analyzing customer behavior data to improve segmentation strategies, resulting in personalized messaging.
- Developing multiple AI-powered automation workflows using Airops to generate on-brand content for stakeholders, including localization pipelines for Spanish, French, and German reviewed by regional localization teams.
- Building and deploying an AI-powered internal app via Vercel using Claude, enabling stakeholders to view workflow data without requiring additional system access.

Senior Product Expert (Pod Captain)

Klaviyo | Boston, Massachusetts | March 2022 - August 2023

- Resolved complex API and integration issues across Shopify, Magento, and other e-commerce platforms.
- Built SOP updates and internal docs that lowered escalation volume by 18% quarter over quarter.
- Served as Pod Captain of the Developer Pod, owning escalated complex tickets and guiding teammates through advanced technical issues beyond standard resolution.
- Led daily team briefings on product updates and company changes, ensuring teammates were always equipped with the latest information to serve customers effectively.
- Maintained 18+ daily ticket resolutions with positive customer satisfaction scores while coaching direct reports to hit the same benchmarks.

Administrative Coordinator

Gold Coast Eye Associates | Trumbull, Connecticut | December 2016 - March 2022

- Coordinated end-to-end hiring and onboarding processes, significantly reducing ramp-up time for new staff.
- Developed and maintained a self-hosted office website, enhancing patient self-service requests.

CONTACT

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AREAS OF EXPERTISE & SKILLS

- AI-Powered Workflow Automation
- AI Tool Development
- Prompt Engineering
- LLM Integration
- Data-Driven Decisions
- Demand Generation
- Global Marketing Strategies
- Localization
- Project Management
- Product positioning and execution
- Omnichannel Marketing
- Lead nurturing and targeting
- Web development (HTML, CSS, JavaScript)
- API integration (RESTful)
- Adobe Creative Suite and Canva
- Bilingual communication (Spanish)
- HubSpot expertise
- Klaviyo expertise
- A/B testing and conversion optimization
- B2C and B2B persona marketing
- Sales partnership management


EDUCATION AND TRAINING

Associate of Arts

Graphic And Digital Design
Norwalk Community College, Norwalk, Connecticut, CT

Software Engineering Immersive Certificate

General Assembly, NYC

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- Standardized EHR workflows and claim submissions, minimizing denials and rework through clear audit trails.
 - Implemented HTML email templates for patient updates, increasing response rates and reducing call volume.