

STEVEN WOLANIN

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Summary

Results-driven Senior Email Marketing Specialist with expertise in global marketing strategies, lead nurturing, and data interpretation. Proven track record in optimizing conversions through targeted lifecycle programs and innovative email campaign execution within the SaaS industry.

Skills

- Data analysis and interpretation
- Global marketing strategies
- Product positioning and execution
- Email automation and strategy
- Lead nurturing and targeting
- Web development (HTML, CSS, JavaScript)
- API integration (RESTful)
- Adobe Creative Suite and Canva
- Microsoft Office and G Suite proficiency
- Bilingual communication (Spanish)
- HubSpot expertise
- Klaviyo expertise

Experience

Senior Demand Gen Marketing Specialist | Klaviyo - Boston, Massachusetts | 08/2023 - Current

- Directed multi-channel demand generation across SMB, MIMA, Partners, and Brand squads.
- Developed signal-triggered cross-sell and nurture flows to optimize conversions.
- Managed lifecycle programs from acquisition to cross-sell, enhancing pipeline and retention.
- Created a weekly blog newsletter to elevate brand awareness in AI and product updates.
- Executed campaign kickoffs and BOMs to refine segment targeting and timing.
- Analyzed customer behavior data to improve segmentation strategies, resulting in personalized messaging.

Senior Product Expert (Pod Captain) | Klaviyo - Boston, Massachusetts | 03/2022 - 08/2023

- 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.
- Coached teammates on email and SMS best practices, boosting customer adoption rates noticeably.
- Translated recurring feedback into prioritized feature requests, improving case deflection materially.
- Fostered a collaborative environment by mentoring team members, enhancing product knowledge, and improving overall service delivery.

Administrative Coordinator | Gold Coast Eye Associates - Trumbull, Connecticut | 12/2016 - 03/2022

- 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.
- 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.

Education and Training

Norwalk Community College | Norwalk, Connecticut, CT

Associate of Arts: Graphic And Digital Design

General Assembly | NYC

Software Engineering Immersive Certificate