

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 campaign execution
- Email strategy and automation
- Lead nurturing and behavioral targeting
- HTML, CSS, and JavaScript
- RESTful APIs integration
- Adobe Creative Suite and Canva
- Microsoft Office and G Suite
- Bilingual communication (Spanish)

Experience

Senior Email Marketing Specialist (Demand Gen) | 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.

Quota Management | Help Desk | Cablevision - Stratford, Connecticut | 12/2012 - 12/2016

- Optimized quota assignments for 200 technicians by region and skill, reducing idle time significantly.
- Developed daily staffing calendars and outage rosters to enhance scheduling accuracy and fill rate.
- Generated executive reports on demand and capacity for informed quota adjustments.
- Coordinated police and fire escalations to minimize hazard resolution times during outages.
- Resolved approximately 1,000 business tickets monthly, boosting first-contact resolution and SLA compliance.

Education and Training

Norwalk Community College | Norwalk, Connecticut, CT
Associate of Arts: Graphic And Digital Design

General Assembly | NYC
Software Engineering Immersive Certificate