FERDOUSI BEGUM

EMAIL MARKETINGSPECIALIST,EMAILDESIGNER

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PROFESSIONAL SUMMARY

Email Marketing Specialist and Email Designer with hands-on experience creating responsive HTML email templates and campaign concepts using Mailchimp and Klaviyo. Develops newsletters, welcome sequences, abandoned-cart reminders, and win-back messaging for lifecycle communication and customer retention. Applies audience segmentation, brand consistency, and clear calls to action when planning email journeys and signup experiences. Portfolio work includes education-sector email concepts for EpaathshalaBD and independent design samples. Focuses on practical campaign planning, thoughtful design, and opportunities to optimize campaigns.

CORE COMPETENCIES & TECHNICAL MATRIX

Mailchimp, Klaviyo, Email Campaign Design, Responsive HTML Email Templates, Newsletter Design, Email Marketing Automation, Welcome Sequences, Abandoned-Cart and Win-Back Flow Concepts, Lifecycle Marketing, Customer Segmentation, CRM Concepts, Customer Retention, Campaign Planning and Optimization, Signup and Popup Forms, Landing Page Concepts, Client Communication.

PROFESSIONAL EXPERIENCE

Freelance Email Marketing Specialist, Email Designer *Apr 2024–Present*

Independent freelance practice | Remote

- •Design responsive HTMLemail templates, newsletters, and promotional campaigns with consistent branding, readable content, and layouts optimized for mobile and desktop.
- •Develop Mailchimp and Klaviyo concepts for welcome sequences, abandoned-cart reminders, win-back messages, and customer follow-ups across lifecycle journeys.
- •Plan audience segmentation, signup and popup forms, landing-page concepts, and email journeys that match campaign objectives and customer needs.
- •Organize campaign copy, typography, imagery, and clear calls to action; refine designs to reflect brand direction and project feedback.

Email Marketing & Newsletter Design , EpaathshalaBD *Sep 2025–Present*

•Email Campaign Management: Created and managed email marketing campaigns using Klaviyo and Mailchimp for promotions, engagement, customer retention, and announcements. Planned email structure, messaging, visuals, and CTAs for each campaign goal.

• Automation & Customer Journeys: Built automated email flows such as welcome sequences, follow-up emails, purchase- related emails, and re-engagement campaigns. Organized customer journeys so subscribers received relevant emails at the right stage.

• Segmentation & Personalization: Created audience segments using subscriber behavior, interests, engagement, and customerdata. Used CRM information to improve targeting, personalization, and campaign relevance.

EDUCATION

Masterof Business Administration (MBA) *2013*

National University, Bangladesh

Bachelor of Business Administration (BBA) *2012*

National University, Bangladesh

SELECTED EMAIL MARKETING PROJECTS

Education Email and Newsletter Concepts , EpaathshalaBD *Sep 2025*

Prepared education-sector mail campaigns and newsletter concepts using EPaathshalaBD's brand colors, tone, and Communication style.Arranged course information with readable headings, consistent visual treatment,and clearcalls to action. Focused on responsive layouts and approachable messaging for learners.

Mailchimp, Klaviyo | Welcome, Abandoned-Cart, and Win-Back Flows *Sep 2025-Oct 2025*

Created independent portfolio samples mapping welcome sequences, abandoned-cart reminders, and win-back messages. Outlined customer follow-up steps and email timing based on customer actions. Used segmentation and lifecycle messaging concepts to demonstrate a structured campaign approach.

Responsive HTML Email and Newsletter Design *Nov 2025-Dec 2025*

Designed independent samples of promotional email send newsletters with clear hierarchy, consistent branding, and prominent calls to action. Considered mobile and desktop reading, balanced spacing, and straight forward content organization to support accessible and engaging campaigns.

CERTIFICATIONS

Email Marketing করে Freelancing — 10 Minute School *Apr 2024*

AI for Business Professionals — HP LIFE *Sep 2026*