IRABOR OSAMUDIAMEN

Lifecycle, Email & Retention Marketing | Klaviyo · Automation · Segmentation

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PROFESSIONAL SUMMARY

Lifecycle and retention marketer who turns first-time buyers into repeat customers. I build revenue-tied email programmes in Klaviyo, Mailchimp and Zoho Campaigns for e-commerce brands: welcome, browse and cart abandonment, post-purchase and win-back flows, driven by behavioural and RFM segmentation. Lifted open rates by 25% across client accounts, built the full Klaviyo lifecycle programme for Z3 Hairs, and set up the deliverability and tracking foundations (SPF, DKIM, DMARC, GA4, event tracking) that keep it working. A technical background in web and e-commerce means I can connect store data to campaigns myself, and I design on-brand email creative in Canva and Figma.

CORE COMPETENCIES

Lifecycle Marketing · Retention & Repeat Purchase Strategy · Customer Lifetime Value (LTV) · Email Automation & Flows · Win-back & Re-engagement · RFM & Behavioural Segmentation · Customer Journey Mapping · Klaviyo · Mailchimp · Zoho Campaigns · A/B Testing · Deliverability (SPF, DKIM, DMARC) · Revenue Attribution · GA4 · Email Copywriting · Email Design (Canva, Figma) · Shopify & WooCommerce · GDPR & CAN-SPAM

KEY RESULTS

- Built and launched the **full Klaviyo lifecycle programme for Z3 Hairs**: welcome series, browse abandonment, abandoned cart, post-purchase upsell and 90-day win-back, each tied directly to monthly revenue targets.
- Delivered a consistent **25% improvement in email open rates** across e-commerce client accounts through segmentation, send-time optimisation, subject line A/B testing and list hygiene.
- Set up **Klaviyo-Shopify integration end to end**: product catalogue sync, event tracking (viewed product, added to cart, checkout started) and RFM segmentation for personalised, revenue-driving campaigns.
- Configured **email authentication from scratch** (SPF, DKIM, DMARC) on a dedicated sending domain, protecting deliverability and inbox placement across all campaigns.
- Built **behavioural automation flows for agency clients** at Kosher Leads, reducing manual follow-up and improving conversion across the purchase funnel.

LIFECYCLE & RETENTION EXPERIENCE

Z3 Hairs Ltd **August 2025 – September 2026**

Head of Ecommerce (April 2026 – September 2026) · Website Manager (August 2025 – March 2026) · Remote, Contract

- Owned the retention and email channel for a DTC e-commerce brand: Klaviyo flows, campaigns, segmentation and reporting, tracked against conversion rate, AOV and revenue per recipient.
- Designed lifecycle flows with conditional splits for first-time vs repeat buyers, product-specific messaging, engagement triggers and non-opener follow-ups with variant subject lines.
- Segmented customers by purchase history, browsing behaviour and RFM score to drive repeat purchases and lifetime value.
- Mapped the full customer journey from first visit to checkout, fixing friction points that affected conversion and repeat orders.
- Ran A/B tests on subject lines, preview text, send times, layouts and CTAs, and designed email layouts and banners in Figma and Canva.
- Maintained GDPR and CAN-SPAM compliance across consent records, suppression lists and unsubscribe handling.

Kosher Leads Limited **April 2025 – September 2026**

Growth & Retention Manager · Lagos, Nigeria · Remote

- Led the team and the agency's retention marketing offer, building email programmes for e-commerce and service brands in Klaviyo, Mailchimp and Zoho Campaigns, from strategy and copy to design, automation and reporting.
- Built behaviour-triggered flows (sign-up, purchase, cart abandonment) that improved conversion and reduced customer drop-off.

- Planned campaign calendars around client launches and promotions, with email creative designed in Canva and Figma.
- Reported monthly on open rate, CTR, conversion and revenue attribution, with clear recommendations for the next cycle.

ADDITIONAL EXPERIENCE

Yalle Media **October 2026**

Web Developer · Remote · Contract (1 month)

- Rebuilt the media platform and shipped new features for its readership.

Global Trade Integration **July 2026 – September 2026**

Lead Technical SEO & Web Specialist · Remote · Volunteer

- Audited the website for technical SEO issues and fixed priority problems before handing over.

Insights.ng **March 2026 – July 2026**

Web Developer & Technical SEO Specialist · Remote · Contract

- Built and launched the web platform for a business reviews and stock insights site, including the email pop-up and subscriber sign-up flow.
- Managed the platform's SEO end to end, from technical setup to organic search strategy.

SKILLS

Klaviyo: Flows, campaigns, segmentation, dynamic content, A/B testing, Shopify integration, product catalogue sync, event tracking, analytics and reporting

Email Platforms: Mailchimp, Zoho Campaigns, lifecycle automation, drip sequences, list growth strategy

Design: Canva, Figma: email templates, hero banners, campaign graphics, brand-consistent creative

Deliverability: SPF, DKIM, DMARC, dedicated sending domains, list hygiene, bounce management, spam complaint monitoring, inbox placement

Retention Strategy: Customer lifecycle marketing, repeat purchase and win-back strategy, LTV optimisation, RFM segmentation, revenue per recipient analysis, campaign calendars, A/B testing

Compliance: GDPR, CAN-SPAM, consent management, unsubscribe handling, suppression list management

Analytics: Google Analytics 4, GA4 e-commerce tracking, Google Tag Manager, email performance reporting, campaign attribution

E-commerce: Shopify, WooCommerce, payment flows, product catalogues, customer data management

CERTIFICATIONS

Email Marketing (HubSpot) · Digital Marketing (HubSpot) · Advanced Content Marketing (Semrush) · GA4 for SEO (Semrush) · Technical SEO (Semrush)

EDUCATION

Ambrose Alli University, Ekpoma **2014 – 2018**

Bachelor of Science, Computer Science

HONOURS AND RECOGNITION

- Blogger of the Year, Faculty of Physical Sciences, Ambrose Alli University (2018)
- National Software Summit Participant, NACOSS