

# Latiffany Jatzlau

Email Marketing Manager

## Profile

I have over 5 years of email marketing experience. I have a proven track record of increasing open rates, click-through rates, and conversions. I am an expert at segmentation, list building, and creating high-performing email campaigns. I am also skilled at managing budgets and optimizing campaigns for ROI.

## Employment History

### Email Marketing Manager at BlueHornet, CO

Apr 2022 - Present

- Led the development of an email marketing strategy that increased click-through rates by 25%.
- Implemented a new segmentation strategy that improved open rates by 10%.
- Crafted and executed email campaigns that generated \$X in revenue.
- Designed HTML emails that achieved a 99% deliverability rate.
- Wrote copy for promotional emails that resulted in a 5% increase in conversion rates.

### Email Marketing Specialist at ConstantContact, CO

Sep 2017 - Feb 2022

- Wrote and designed email newsletters for a wide variety of clients in different industries.
- Grew an email list from 0 to 10,000 subscribers in 6 months.
- Increased open rates by 15% and click-through rates by 20% on average across all clients.
- Implemented successful automated email campaigns that generated \$100,000+ in revenue.
- Designed HTML emails that are compatible with over 30 different email platforms.

## Certificates

### Certified Email Marketing Specialist

Feb 2021

### Certified Email Marketing Professional

Jan 2020

## Memberships

American Marketing Association

Direct Marketing Association

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📍 4861 Coal Mine Ave, Littleton, CO 80123

## Education

### Bachelor of Science in Marketing at University of Colorado Boulder

Aug 2013 - May 2017

Some skills I've learned are: effective communication, marketing research, writing and presenting, teamwork, and critical thinking.

## Links

[linkedin.com/in/latiffanyjatzlau](https://www.linkedin.com/in/latiffanyjatzlau)

## Skills

HTML

CSS

JavaScript

React

Email Marketing Software (i.e. MailChimp, Constant Contact)

CRM Systems (i.e. Salesforce, HubSpot)

## Languages

English

Spanish