

## RESUME

### INFORMATION:

**NAME:** GREGORY CHISOM FABIAN

**LOCATION:** Remote

**EMAILS:** [fabiangregory12@gmail.com](mailto:fabiangregory12@gmail.com), [chisomw865@gmail.com](mailto:chisomw865@gmail.com),  
[marketingprime012@gmail.com](mailto:marketingprime012@gmail.com)

### PORTFOLIO:

Below is the link to my portfolio. Thanks.

<https://drive.google.com/drive/folders/1-PGPanksdCWGnKljQYZAFiDPedxbBAWx>

**OBJECTIVE:** Capturing attention with my versatile skills in email marketing and website design, I am on the lookout for an exciting opportunity within a dynamic organization. My goal is to leverage my creativity and expertise to craft marketing strategies that yield results, igniting interest and desire among the target audience. Let's collaborate to drive impactful outcomes together.

### SUMMARY:

Experienced email marketer and website designer with a proven track record of 3 years in creating persuasive and engaging content for print, digital, and social media platforms. Proficient in developing innovative messaging strategies to boost brand visibility, increase engagement, and drive conversions. Skilled not only in crafting compelling emails but also in designing user-friendly websites. Thrives in fast-paced environments, meets tight deadlines, and excels at collaborating with cross-functional teams.

### SKILLS:

- Excellent writing, editing, and proofreading abilities
- In-depth knowledge of SEO and SEM techniques for optimal online visibility
- Familiarity with social media platforms and up-to-date digital marketing trends
- Ability to collaborate effectively within a team environment
- Strong analytical and research skills for data-driven decision-making
- Proficiency in utilizing Microsoft Office and Google Suite tools

### PROFESSIONAL EXPERIENCE :

**INBOX MARKETING AGENCY, May 2020 – May 2023**

#### EMAIL MARKETING SPECIALIST

- Managed comprehensive email marketing initiatives for diverse clients, ensuring effective communication and audience engagement.

- Developed and executed targeted email campaigns, tailoring messaging to segmented audiences for optimal impact.
- Collaborated closely with design and copywriting teams to create visually appealing and persuasive email templates.
- Utilized data analytics to measure campaign performance, iterating strategies for enhanced open rates and click-through rates.
- Conducted A/B testing on subject lines, content, and designs to optimize email campaign effectiveness.
- Implemented marketing automation workflows, streamlining lead nurturing processes and enhancing customer journeys.
- Supported cross-functional collaboration by coordinating with designers, copywriters, and account managers to align email content with overall campaign goals.
- Continuously stayed updated on industry trends and best practices to ensure cutting-edge email marketing strategies.

## **WEBSITE DESIGNER**

- Led the conceptualization and execution of visually captivating and user-centric website designs for diverse clientele.
- Collaborated closely with clients to understand their brand identity and objectives, translating them into effective website layouts.
- Utilized HTML, CSS, and JavaScript to craft interactive and responsive web designs, ensuring seamless user experiences across devices.
- Worked in tandem with copywriters and graphic designers to integrate compelling visuals and persuasive content into the website framework.
- Conducted thorough usability testing to identify and rectify any user experience bottlenecks, resulting in enhanced site functionality.
- Implemented SEO best practices during website development, contributing to improved search engine rankings and organic traffic.
- Stayed abreast of evolving design trends and emerging technologies, infusing innovative design elements into projects.

- Participated in cross-functional collaborations with marketing teams to align website designs with overall brand strategies and campaigns.

**CRM:**

- HubSpot
- Salesforce
- Mailchimp
- ActiveCampaign
- GetResponse
- Pardot
- Klaviyo

You

**CMS:**

- WordPress
- Wix
- Drupal
- Shopify(e-commerce)
- Weebly
- Joomla
- Craft CMS

**EDUCATION:**

**E-MARKETING INSTITUTE, February 2018 – November 2019**

**Email Marketing**

**SKILLS:**

- Proficiency in creating engaging email campaigns
- Thorough understanding of segmentation and personalization strategies

**Website Design**

**SKILLS:**

- Expertise in designing user-friendly and visually appealing websites
- Proficient in HTML, CSS, and responsive design principles

**REFERENCES:**

Available upon request