

# ROY B LIMPANGOG

## EMAIL MARKETING SPECIALIST

### SKILLS AND ABILITIES

#### GENERAL SKILLS

- 8-years experience working remotely (home & co-working space)
- Experience in CRM-based working environments
- Fast online research and organized presentation
- Very responsive to clients concerns
- Client's needs assessment & implementation
- Work process simplification
- Extremely quick in learning new apps and tools
- Upholds high business ethics + mutual respect
- True customer & client care (balanced metric-resolution stat)

#### TECHNICAL SKILLS

- Setting up email campaigns and flow emails
- Setting up variations for AB testing to analyze content performance, subject and preview text comparison based on angles
- Setting up flow frameworks with appropriate triggers, filters and splits.
- Snippet installation to enable metric-driven triggers
- Creating signup forms and source tag integration
- Integrating apps to Klaviyo (Typeform, Shopify, etc.)
- Fundamental coding and source code reading via Inspect
- Managing SMS campaigns, landing pages, journeys via Attentive.
- Social media moderation background
- Sales and billing resolution background
- Professional client-agency communication skills

### WORK BACKGROUND

#### EMAIL MARKETING EXPERT / KLAVIYO SPECIALIST / ACCOUNTS MANAGER

Kinga Dow Productions, Paris FR (PH Homebased)

MAY 2020 - PRESENT

#### GENERAL VIRTUAL ASSISTANT & WEB ADMINISTRATOR

BeeFree LLC, Indiana USA (PH Homebased)

DECEMBER 2013 - OCTOBER 2019

#### PRODUCT CREATION & SELLING SPECIALISTS & TEAM LEAD ASSISTANT

Riaro LLC, Maryland USA (PH Homebased)

JULY 2013 - SEPTEMBER 2013

#### BILLING AND SALES ACCOUNT EXECUTIVE - COMCAST

Convergys Corp, Manila & Cebu, PH

MAY 2010 - MAY 2013

#### MATH/READING STUDENT ASSISTANT & RESEARCHER

Kumon Learning Center, Iligan, PH

NOVEMBER 2006 - APRIL 2007 / FEBRUARY 2008 - NOVEMBER 2008



### CONTACT DETAILS:

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### ACCOMPLISHMENTS

Quarter 4 2012 Outstanding Achievement Award Global Weekly MRC Contest on December 2012 / Excellent performance in upholding Client Satisfaction and for being an Outstanding Convergys Employee

### TRAINING & CERTIFICATIONS

 Attentive Partner Product Certification Fully completed all requirements on January 2022

 General VA Bootcamp | Sponsored by Virtual Staff Finder (VSF) May 18-19, 2013, Mandaue City General VA, Social Media, Email Marketing, and Wordpress Training Modules

### ORGANIZATION

Alliance of Dedicated and Resourceful Outsourced Iligan Team (A.D.R.O.I.T.) A local non-profit organization whose goal is to improve the local economy, skills, employment and lives.

### ACADEMIC BACKGROUND

AMA COMPUTER UNIVERSITY,  
MANILA PH

Bachelor of Science in Computer Science

2001 - 2005 / MAY 2007 1st Trimester