Olanrewaju AbdulHamid

Email & Lifecycle Marketing Specialist · Klaviyo

Email hello@thefullstackemailguy.com **Portfolio** thefullstackemailguy.com

Work Remote · 08:00–20:00 GMT+1 · overlaps UK, EU and US East mornings **Open to** Full-time and contract

PROFILE

Email and lifecycle marketer who handles the whole channel: strategy, copy, design and the Klaviyo build. I plan and build lifecycle flows and campaigns, manage segmentation and use cohort analysis to decide what to send, to whom and when. Most recently I built a 28-email Black Friday program and launched the funnel that sells it. A pharmacy graduate (B.Pharm), I bring a compliance-aware eye to supplement, skincare and wellness messaging.

EXPERIENCE

BFCM retention program and launch funnel · Shopify, Klaviyo Nov 2026

Built for Morrow & Root, a sample supplement brand · live at continuoretention.com/work/bfcm-morrow-root

- Designed and wrote a 28-email program: 2 flows and 7 campaigns, mapped on six strategy boards (journey, segments, offers, routing, orchestration, goals).
- BFCM welcome flow split by gift vs self-purchase, with a 20% random holdout to measure lift.
- Stock-up-aware reorder flow that times reminders by units bought (day 23, 53 or 83).
- Offers by customer type with unique codes per tier and a five-to-six email cap per person.
- Built and launched the funnel that sells it: video sales page, qualifying application, Cal.com booking, a free template kit and four follow-up emails triggered by on-site events in Klaviyo.

Independent · Digital products

- Built funnels and direct-response email sequences that sold digital products to 1,277 buyers.

SELECTED PORTFOLIO PROJECTS (concept work for fictional brands)

Abandoned checkout split by cart value · Shopify, Klaviyo. Routed carts at $100: a tiered gift for high-value carts and social proof for the rest, instead of a blanket discount. Six emails, conditional splits and a holdout test plan.

First 60 days post-purchase · Shopify, Klaviyo. Six touches that earn trust before selling: usage education, review capture, a cross-sell feed and replenishment timed to product use.

Deliverability rescue · Klaviyo, Recharge, DNS. Authentication (SPF, DKIM, DMARC), engagement-based sending and a sunset flow to bring a 50,000-profile list back to inbox placement.

Campaigns: a three-email product launch, a weekly editorial newsletter and a 72-hour warehouse sale.

SKILLS

Lifecycle strategy	Flow architecture, customer journeys, campaign calendars, offer strategy, cohort analysis
Klaviyo	Flows, conditional splits, segmentation, dynamic content, A/B and holdout testing, reporting
Copywriting	Subject lines, preview text, direct-response body copy, SMS
Design	Mobile-first email design and modular templates in Figma
Deliverability	SPF, DKIM, DMARC, Google Postmaster Tools, list hygiene and sunset policies
Tools	Klaviyo, Shopify, Recharge, Figma, Google Postmaster Tools

EDUCATION

Bachelor of Pharmacy (B.Pharm) 2020 – 2025

Igbinedion University, Okada

CERTIFICATIONS

Klaviyo Practitioner Certificate
Klaviyo Strategist Certificate

ADDITIONAL EXPERIENCE

Pharmacy Attendant 2020 – 2024

Adolas Pharmacy and Stores · customer counselling, inventory, records

Industrial Training Apr – Sep 2024

De-Shalom Pharmacy Limited · patient counselling, product knowledge

LANGUAGES

English, Yoruba

References available on request.