

MICHAEL CHIKEZIE

EMAIL DESIGNER / PERFORMANCE EMAIL MARKETING

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Email designer with 2+ years of specialist experience creating conversion-focused campaigns and lifecycle creative for eCommerce brands. Designed 1,000+ emails across 10+ brands, combining strong visual systems with performance marketing strategy to drive attention, clicks and customer action.

EXPERIENCE

TRYEMAILY

JUN 2024 — PRESENT

Email Designer & Developer · Mexico · Remote

- Designed and produced 1,000+ conversion-focused emails across 10+ eCommerce brands.
- Delivered 8–10 campaigns daily while maintaining brand consistency and production quality; achieved a one-day record of 24.
- Built responsive Figma creative for launches, promotions, retention flows and SMS campaigns.
- Partnered with strategists, copywriters and developers on creative direction, A/B tests and Klaviyo execution.
- Applied AI-assisted workflows to accelerate ideation and production without compromising craft.

TETRANOODLE TECHNOLOGIES

SEP 2021 — AUG 2022

Sales & Marketing Strategist · Vancouver, Canada · Remote

- Created acquisition assets and promotional email campaigns in ActiveCampaign.
- Increased average email open rates from 7% to 22% through audience targeting and campaign optimization.
- Improved landing-page conversion through stronger UX, messaging and cross-functional collaboration.

GROWTHLY MARKETING

MAR 2021 — SEP 2021

Lead Generation & Marketing Strategist · New South Wales, Australia · Remote

- Developed email campaigns in GetResponse and produced supporting digital creative.
- Optimized sales pages and customer journeys while generating qualified appointments through targeted outreach.

CORE STRENGTHS

Email campaign design
Lifecycle & retention creative
Performance marketing
Mobile-first design
Typography & hierarchy
Creative ideation
Brand adaptation
A/B test collaboration
Email design systems
Cross-functional delivery

TOOLS

Figma
Adobe Photoshop
Klaviyo
ActiveCampaign
GetResponse
HTML/CSS for email
AI creative tools

EDUCATION

Bachelor of Engineering

Chemical Engineering
Federal University of Technology, Owerri

Second Class Upper Division · 2021

LANGUAGE

English

Native proficiency