

Andrew Kaimana

Digital Marketing Specialist

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Professional Summary

Digital Marketing Specialist with 4+ years of experience in data-driven digital marketing, CRM and lifecycle strategy, content, and web development. Analyzed campaign, customer, and engagement data across three ecommerce brands to decide what to test, scale, or change, and built segmentation, automation, and reporting processes from the ground up. Pairs analytical decision-making with hands-on skills in copywriting, HTML/CSS, WordPress, and Adobe Creative Suite. Currently pursuing an M.S. in Data Analytics at Western Governors University.

Skills

- **Data & Analytics:** Data Analysis, Performance Reporting, KPI Tracking, A/B Testing, Customer Segmentation, Behavioral and Engagement Analysis
- **Marketing:** Lifecycle and CRM Marketing, Email Marketing, SMS Marketing, Marketing Automation, Retention Marketing, Email Deliverability, Campaign Strategy, SEO Content, Social Media Content
- **Web & Technical:** HTML, CSS, JavaScript, Responsive Email Design, Front-End Web Development, WordPress, Wix, Git/GitHub, C++
- **Content & Creative:** Copywriting, Content Writing, Landing Pages and Product Pages, Graphic Design, Adobe Illustrator, Adobe InDesign, Adobe Photoshop
- **Platforms & Tools:** Klaviyo, Shopify, Microsoft Office, ChatGPT, Claude
- **Typing Speed:** 110 WPM

Professional Experience

Email Marketing Manager Godwin Direct | April 2022 – September 2026

- Owned lifecycle email and SMS marketing for three ecommerce brands, from strategy and segmentation through automation, copy, build, QA, and reporting.

- Analyzed campaign, flow, and subscriber data in Klaviyo and Shopify on an ongoing basis to identify what was working, then used those findings to decide what to test, scale, or change next.
- Designed and ran A/B tests on subject lines, body copy, and send timing, applying results to future campaign and content decisions.
- Built customer segmentation from the ground up, creating audiences based on behavior, engagement, and purchase history so customers received more relevant messages.
- Rebuilt the full post-purchase automation flow, rewriting and redesigning every email based on performance data and customer behavior.
- Strengthened email deliverability through engagement-based targeting and subject line review.
- Designed and coded responsive HTML/CSS emails while maintaining consistent brand standards across all three brands.
- Built and optimized product pages, funnel landing pages, blog content, and created ads to support acquisition and conversion.
- Built a Google Sheets tracker to manage due, in-progress, and completed work across three brands; partnered with marketing team to align messaging with customer needs and promotions; used Claude and ChatGPT to draft, test, and audit content.

Freelance Web Designer & Developer Kaimana Digital | 2026 – Present

- Design and build websites for small businesses using custom HTML/CSS, WordPress, and Wix.
- Offer email marketing, graphic design, and blog writing services to small business clients.

Social Media Content Creator (Internship) IDEAS For Us | Orlando, FL | August 2021 – December 2021

- Created engaging, informative content for the organization's Facebook and Instagram accounts to grow audience engagement and brand visibility.
- Received the Social Media Content Creator of the Year award for content performance and creative contribution.

Manager Arby's | DeLand, FL | February 2018 – April 2022

- Led teams of 7–10 employees in a high-volume restaurant, overseeing daily operations, customer service, and cash accountability.

Assistant Manager Penn Station East Coast Subs | Hendersonville, TN | March 2016 – December 2017

- Promoted to Assistant Manager within 6 months; trained new employees and crew leaders and managed opening, closing, and cash handling.

Education

Master of Science, Data Analytics (In Progress) Western Governors University

Bachelor of Arts, Digital Media University of Central Florida | Orlando, FL | December 2021

- Projects: app UI style guides, logo and poster design, a Unity game prototype, a marketing plan, and a group urban-farming strategy guide.

Associate of Science, Computer Science Nashville State Community College | Nashville, TN | December 2017

Certifications & Awards

- Klaviyo Strategist Certification (2026)
- Klaviyo Deliverability Certification (2026)
- Social Media Content Creator of the Year, IDEAS For Us (2021)