

Anita Oluwatope Liasu

Digital Marketing | Email Marketing | Marketing Automation | AI Automation

topeliasu@gmail.com | +234 818 711 2016 | Remote

PROFESSIONAL SUMMARY

Digital Marketing, Email Marketing, Marketing Automation, and AI Automation Specialist with 6+ years of experience driving customer acquisition, retention, engagement, and revenue growth through lifecycle marketing and scalable digital systems. Experienced in lead generation, customer journeys, CRM workflows, email/SMS campaigns, website optimization, paid acquisition, reporting, and automation across B2C and B2B environments. Hands-on with Klaviyo, HubSpot, GoHighLevel, SendPulse, Odoo, Zapier, Make, and AI tools including Claude, ChatGPT, Gemini, and Perplexity. Comfortable interpreting and making targeted edits to HTML and CSS for email templates, landing pages, and website content.

CORE COMPETENCIES

Digital Marketing & Growth: SEO, paid acquisition, content marketing, lead generation, website optimization, landing pages, conversion optimization, campaign strategy

Email & Lifecycle Marketing: Email campaigns, segmentation, personalization, retention, reactivation, deliverability, customer journeys

Marketing Automation & CRM: Workflow design, lead nurturing, behavioral triggers, CRM optimization, omnichannel automation, API integrations, webhooks

AI Automation & Analytics: AI-assisted campaign analysis, reporting, audience insights, workflow optimization, performance analytics, data interpretation

Web & Technical: WordPress, Shopify, HTML/CSS interpretation and editing, landing pages, website forms, tracking and analytics implementation

CORE SKILLS & TOOLS

Email Marketing: Klaviyo, HubSpot, SendPulse, ActiveCampaign, Mailchimp, SendGrid, GoHighLevel, HTML, CSS

Marketing Automation: Zapier, Make, Salesforce, Pipedrive, ClickUp, Toky, Odoo, CRM Workflows, Lead Nurturing, API Integrations, Webhooks

CMS & eCommerce: Shopify, WordPress, Wix, Squarespace, Joomla, Drupal, WooCommerce, HTML/CSS Editing

Analytics & Optimization: Google Analytics, Looker Studio, Databox, VWO, Convert.com, Hotjar, Google Tag Manager

SEO & SEM: Ahrefs, SEMrush, Google Search Console, Keyword Planner, Google Ads

Graphic & Content Creation: Canva, Adobe XD, Figma

Social Media Ads: Facebook, Instagram, LinkedIn, Snapchat, Pinterest, TikTok Shop, X, Meta Ads Manager

Project & Team Management: Asana, ClickUp, Cross-functional Collaboration

AI & AI Automation: Claude, ChatGPT, Gemini, Perplexity, Notion AI, Canva AI, Gamma, AI-assisted Campaign Analysis, AI-powered Workflow Optimization

Soft Skills: Strategic Thinking, Leadership, Data Interpretation, Communication, Team Collaboration

PROFESSIONAL EXPERIENCE

Purity Cosmetics - Email Marketing Specialist | Remote | Oct 2024 - Present

- Developed and optimized Klaviyo automation flows including Welcome Series, Browse Abandonment, Cart Recovery, Win-Back, and Post-Purchase sequences.
- Increased subscriber acquisition through strategic pop-ups, landing pages, and conversion-focused lead capture campaigns.
- Used Claude and ChatGPT to analyze campaign performance, identify optimization opportunities, and accelerate testing cycles.
- Led segmentation and personalization initiatives to improve engagement and conversion across customer segments.
- Managed deliverability, list hygiene, SPF, DKIM, DMARC, and compliance requirements.

VECTRA International - Web Designer/SEO | Remote | Jan 2026 - May 2026 (Contract)

- Designed and developed responsive websites and landing pages using WordPress and low-code platforms, with a focus on performance, UX/UI, and conversion optimization.
- Customized themes and templates to align with brand identity and improve visual consistency and user engagement.
- Managed end-to-end website projects from wireframing and layout design through deployment, maintenance, and post-launch optimization.
- Optimized website speed, SEO structure, mobile responsiveness, and on-page performance to improve search visibility and user experience.
- Integrated CRMs, email marketing platforms, analytics tools, and other third-party systems into websites and landing pages.
- Conducted A/B testing on web pages and landing elements and monitored performance using Google Analytics and Google Search Console.

- Collaborated with marketing and content teams to align website structure, messaging, and user journeys with campaign and lead-generation goals.

Genius Agency AI - GoHighLevel Expert | Remote | Oct 2024 - Jan 2026 (Contract)

- Planned and executed multi-channel digital marketing campaigns across email, paid advertising, and social media to drive lead generation and conversions.
- Managed and optimized email marketing workflows and lifecycle automation to improve engagement, retention, and conversion.
- Designed and developed high-converting landing pages, sales funnels, and lead-capture systems using GoHighLevel and low-code tools.
- Built and maintained WordPress websites, including theme customization, plugin integrations, performance optimization, and mobile responsiveness.
- Conducted A/B testing and conversion-rate optimization across landing pages, headlines, CTAs, and funnel elements.
- Launched and optimized Meta, Google, and TikTok advertising campaigns using performance data to improve acquisition efficiency and ROI.
- Analyzed marketing and website performance using Google Analytics and Hotjar to guide campaign, UX, and design decisions.
- Integrated CRMs, email platforms, payment gateways, and other third-party tools and built workflow automations using Zapier and Make.
- Managed CRM systems, segmented audiences, supported lead nurturing, and created conversion-focused copy for emails, landing pages, and ads.

Motor Media Solutions (USA) - Email Marketing Specialist | Remote | Mar 2024 - Aug 2024

- Led email and SMS campaigns focused on cold leads, automation, and retention.
- Analyzed campaign performance for ongoing optimization and monitored campaign revenue across segments and products.
- Designed Klaviyo landing pages and pop-ups for lead capture and subscriber acquisition.
- Ensured email deliverability and compliance with CAN-SPAM and GDPR requirements.

SendPulse - Head of Customer Success & Sales | Remote | Feb 2021 - Feb 2024

- Led onboarding and implementation of email marketing, CRM, chatbot, and marketing automation solutions for global clients.
- Supported lead generation programs by advising clients on email campaigns, landing pages, CRM workflows, chatbots, and lead-nurturing strategies.
- Designed and implemented automation workflows and behavioral journeys that improved lead engagement, customer adoption, and operational efficiency.
- Consulted businesses on lifecycle marketing, deliverability, customer retention, and automation strategy across multiple markets.
- Reduced churn through proactive customer engagement, education, account management, and strategic adoption programs.
- Supported revenue growth through upselling, cross-selling, client expansion, and customer success initiatives.
- Managed high-value customer relationships while collaborating with product, sales, marketing, and technical teams.

Urban Tech - Digital Marketing Specialist | Remote | Feb 2020 - Present

- Delivered end-to-end digital marketing services across SEO, email marketing, paid advertising, marketing automation, and website optimization.
- Built automated lead-generation systems integrating websites, CRM platforms, and email marketing tools.
- Developed reporting dashboards using Google Analytics, Looker Studio, and Databox and optimized campaigns through continuous testing.

KEY ACHIEVEMENTS

- Built and optimized dozens of automated customer journeys supporting recurring revenue and customer retention.
- Implemented CRM and automation systems that reduced manual marketing tasks by over 70%.
- Managed and optimized email campaigns reaching hundreds of thousands of subscribers across multiple industries.
- Integrated AI tools into marketing operations to accelerate campaign production, reporting, segmentation, and optimization.

EDUCATION & CERTIFICATION

MSc. Business Psychology - University of South Wales (UNICAF) | 2018 - 2021

B.Sc. Finance - University of Ilorin | 2009 - 2013

Google Digital Marketing & E-commerce Professional Certificate