

# Glory Nmesoma

## Email Marketing Expert & Social Media Manager

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I am a results-driven Email Marketing and Social Media Marketing Specialist with experience in developing and executing data-driven campaigns that increase audience engagement and conversions. Skilled in email campaign automation, list segmentation, CRM usage, paid social media advertising, and content creation. Strong track record of improving open rates, click-through rates, and ROI using tools like Mailchimp, ConvertKit, HubSpot, Meta Ads, Google Ads, and automation platforms. Expertise includes A/B testing, influencer collaboration, audience targeting, and managing content calendars.

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## Core Skills

- Email Marketing Strategy
- Email Campaign Optimization
- Email List Segmentation
- CRM Platforms (HubSpot, Mailchimp, etc.)
- Marketing Funnel Creation
- A/B Testing
- Audience Targeting

- Social Media Campaign Management
  - Social Media Scheduling Tools (Buffer, Hootsuite, Later)
  - Community Management
  - Content Creation & Visual Design
  - Copywriting for Email & Social
  - Meta Ads & Google Ads
  - Trend Analysis
  - Paid Advertising & Remarketing
  - Branding & Messaging Consistency
  - Influencer Partnership Management
  - Automation (Zapier)
  - Performance Analytics & Reporting
  - Basic SEO Practices
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## Professional Experience

Social Media & Email Marketing Specialist

SEOValley Solutions Private Limited – India

2023 – 2025

- Planned and managed content calendars across Instagram, Facebook, and LinkedIn.
- Created and optimized email campaigns using Mailchimp and GetResponse.
- Conducted A/B testing to improve open rates and click-through rates.
- Set up and monitored Meta Ads and Google Ads for lead generation.
- Analyzed campaign metrics to adjust targeting and messaging.

## Digital Marketing Coordinator

SmartSites – New Jersey, USA

2021 – 2023

- Developed social media strategies aligned with brand goals and target audiences.
- Designed and scheduled email newsletters and promotional emails using MailerLite and HubSpot.
- Built lead nurturing sequences and sales funnels for eCommerce clients.
- Used Canva and Adobe Express to create visuals for multi-channel campaigns.
- Executed remarketing campaigns via Facebook Pixel and Google Ads Manager.

## Marketing Assistant (Social & Email Focus)

Actuate Media – USA

2019 – 2021

- Assisted in launching email automation workflows and customer segmentation.
  - Monitored Google Analytics and Meta Business Suite to evaluate campaign results.
  - Scheduled and published social media content using Hootsuite and Planoly.
  - Coordinated with design and copy teams to maintain brand consistency.
  - Reported KPIs monthly to optimize strategy and performance.
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# Education

Bachelor's Degree in Marketing & Communications

Arizona State University – Tempe, AZ, USA

2018 – 2022

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# Certifications

Email Marketing Certification – HubSpot Academy

Social Media Marketing – Meta Blueprint

Google Analytics for Beginners – Google

Copywriting for Marketers – Coursera

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# Tools & Platforms

- Email Marketing:

Mailchimp, ConvertKit, MailerLite, ActiveCampaign, GetResponse, Brevo, HubSpot

- Social Media Management:

Buffer, Hootsuite, Later, Sprout Social, Metricool, Planoly

- Automation & Analytics:

Zapier, Google Analytics, Meta Business Suite

- Design & Content Creation:

Canva, Adobe Express, CapCut, InShot, Descript