

# Craig Ian Peñalosa

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## SUMMARY

Email marketing specialist with a focus on B2C brands. Helping companies increase sales and engagement through strategic campaigns, automated flows, and customer journeys. Skilled in Klaviyo, Mailchimp, and funnel design, with a strong eye for both copy and design. Known for delivering measurable improvements in open rates, conversions, and long-term retention.

## EXPERIENCE

### GoGorilla, London, UK

#### Email Marketing Analyst

November 2024 - PRESENT

- Led the full email strategy for two high-end B2C accounts: a UK luxury women's fashion brand and a premium eco-tourism accommodation business.
- Contributed to ~£125K+ in total email-attributed revenue across both accounts over 9 months.
- Executed Klaviyo campaigns for the fashion brand, generating £24K+ in attributed revenue within 3 months through targeted automations and optimized flows.
- Increased open rates by 40% and boosted conversions by 50% by optimizing segmentation, refining subject lines, and improving CTA clarity across campaigns.
- Improved repeat purchase rate by 16% by rebuilding automated flows and conducting structured A/B tests.
- Contributed to 20–25% of monthly business revenue directly via email marketing initiatives.
- Created branded email templates, structured campaign calendars, and optimized send times to align with client objectives and audience behavior.
- Designed sign-up forms which increased new subscriber count MoM from 2% to 5%.

#### Lead Prototyping & Figma Specialist

February 2024 - PRESENT

- Led prototyping and UI/UX design for marketing websites and interactive brand experiences, with a focus on motion, responsiveness, and user flow.
- Helped design and build Portify, a white-label SaaS CRM platform for agencies, including full UI prototypes, page layouts, and onboarding journeys.
- Designed and coded transactional emails (welcome, password reset, verification, OTP, and others) using HTML while ensuring mobile responsiveness and cross-client compatibility.
- Built and maintained reusable components to support both marketing and development team.

## SKILLS

Email Marketing

Newsletter Copywriting & Design

Transactional Email Design (HTML)

Funnel Design

Segmentation & Customer Retention

A/B Testing & Performance Optimization

Email Deliverability & Analytics

Klaviyo, Mailchimp, HTML/CSS, Zapier

B2C & E-Commerce Customer Journeys

## TOOLSTACK

### Platforms

Klaviyo, Mailchimp, Shopify, Framer, Webflow, Squarespace

### Design

Figma & Canva

### Language

HTML & CSS

### Others

Zapier

## LANGUAGES

English (Professional)

Tagalog (Native)