

RAJATH S KAPOOR

Email Marketing Strategist | Lifecycle, Retention & Paid Growth

5+ Years · 80+ Brands · Multi-ESP · Klaviyo & Salesforce Marketing Cloud Certified

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PROFESSIONAL SUMMARY

Email and retention strategist with 5+ years across agency, enterprise, and fractional work, owning lifecycle strategy, copy, and hands-on implementation end to end, alongside paid growth across Google, Bing, and Meta. Currently own email strategy for the Onboarding Team at Dahaus Digital, shaping the lifecycle and campaign strategy new ecommerce brands launch with across fitness, wellness, supplements, beauty, food and beverage, and lifestyle, and directing the designers and developers who build them. Klaviyo and Salesforce Marketing Cloud certified, with deep multi-ESP experience across Braze, Bloomreach, Attentive, ActiveCampaign, Mailchimp, and HubSpot. Health and wellness credibility from leading GLP-1 launch email (Ozempic, Wegovy) for Novo Nordisk across 12 global markets under strict compliance review, with replenishment and lifecycle programs and compliance-aware copy built for regulated and wellness categories.

CORE SKILLS & ESP STACK

ESPs & Platforms: Klaviyo (certified), Salesforce Marketing Cloud (certified), Braze, Bloomreach, Attentive, ActiveCampaign, Mailchimp, HubSpot

Retention Strategy: Lifecycle and retention flows (welcome, abandoned checkout, browse abandon, post-purchase, replenishment and subscription, winback), segmentation and personalization, campaign and content calendar planning, A/B and holdout testing, revenue attribution and reporting

Copy & Creative: Email and ad copywriting, brand voice, brand guidelines and tone of voice, subject-line and offer testing, creative direction, designer briefing and creative review, content calendars, compliance-aware health and supplement claims

Paid Media & Growth: Google Ads, Bing Ads, Meta Ads, keyword research and analysis, audience targeting, paid acquisition, retention and LTV growth

Technical & Implementation: Automation and journey builds, ESP onboarding and migration, deliverability (SPF, DKIM, DMARC, list hygiene, warm-up), template systems (HTML, drag-and-drop), integrations (Shopify and CRM), Veeva MLR and regulated approval workflows

Leadership & Enablement: Team management and enablement, client management and reporting, SOP and playbook creation, onboarding process design; Slack, ClickUp, Asana, Jira

WORK EXPERIENCE

Dahaus Digital May 2025 to Present

Email Marketing Strategist, Onboarding Team (Strategy, Copy & Retention) | Remote

Context: Full-service, email-first agency; the Onboarding Team stands up new ecommerce brands on Klaviyo and other ESPs, serving 80+ active clients month on month.

- Own email strategy for the Onboarding Team: define the lifecycle and campaign strategy that 6 to 10 new ecommerce brands at a time launch with, across fitness, health and wellness, supplements, beauty and personal care, food and beverage, automotive, apparel, and lifestyle.
- Direct 4 graphic designers and 2 email developers on execution: set creative direction, brief and review design, and run full QA before every launch.
- Own copy and brand voice across every category: write and direct on-brand email copy to each client's brand guidelines and tone, including compliance-aware health and supplement claims, plus subject-line and offer testing and campaign storytelling.
- Architect complete flow suites (welcome, abandoned checkout, browse abandon, post-purchase, replenishment and subscription, winback) and monthly campaign calendars, primarily in Klaviyo and extending to SFMC, Braze, Bloomreach, Attentive, Mailchimp, and HubSpot as each client requires.
- Delivered live Klaviyo wins across the portfolio: email at **~50% of revenue** for Cornerstone Collective (+110% attributed), **48% for ES Provisions**, and a flagship where flows drive **73% of email revenue at +200% attributed** on a \$2.3M store (Jersey Loco).

Case study: Jersey Loco: flows drove 73% of email revenue, +200% attributed in 30 days rajexplains.com →

Pendella Technologies 2022 to 2025 · Fractional

Fractional Lifecycle & CRM Strategist | Insurtech, Remote

Context: Insurtech platform; lifecycle email for multiple insurance providers, powered by live Salesforce CRM data on Salesforce Marketing Cloud.

- Built data-driven SFMC journeys keyed off Salesforce CRM events (quote, application, policy, renewal) for multiple insurance providers, with disclosure-compliant, plain-language copy written to each provider's brand guidelines and tone.

- Personalized quote and policy details via synced data extensions; segmented by product, funnel stage, and provider; built as a reusable multi-provider template.

Case study: Pendella: insurance lifecycle on SFMC driven by Salesforce CRM data rajexplains.com →

Schoolyard Snacks Jan 2026 to Present · Fractional

Fractional Growth & Retention | DTC health snacks, Remote

Context: DTC health snacks brand; paid acquisition plus lifecycle retention run as one loop.

- Ran Google Ads (search and shopping) with keyword research and ad-copy testing, optimized against blended CAC rather than channel-siloed ROAS.
- Built Klaviyo retention flows (welcome, post-purchase, replenishment, winback) and wrote the copy in the brand's tone of voice to grow repeat purchase rate and customer LTV.

Case study: Schoolyard Snacks: Google Ads plus retention for a health snack brand rajexplains.com →

Novo Nordisk Aug 2023 to Feb 2025

Associate Project Manager, Email & CRM (Global Markets) | Global Business Services

Context: Danish pharmaceutical leader behind the GLP-1 category (Ozempic, Wegovy); worked within its Global Business Services arm serving global markets.

- Built and coordinated HCP email programs across **12 APAC and LATAM markets** (India, Pakistan, South Korea, Thailand, Japan, Sri Lanka, Brazil, Argentina, Mexico, Colombia, Chile, Venezuela) for the launch of Wegovy, Ozempic, and the wider GLP-1 portfolio.
- Delivered 90 to 120 emails per launch cycle to an audience of roughly 250,000 to 300,000 healthcare professionals: pre and post launch campaigns, ADA and EASD congress activations, newsletters, and HCP portal welcome journeys.
- Produced every asset inside Veeva MLR review, coordinating medical, legal, and regulatory sign-off with the Marketing Automation Manager and in-market stakeholders with zero compliance escalations.
- Built localized, reusable Salesforce Marketing Cloud templates that standardized launches across markets and cut per-campaign build time, holding Novo Nordisk global brand guidelines and tone of voice consistent across all 12 markets.

Case study: Novo Nordisk: compliant GLP-1 launch email across 12 markets rajexplains.com →

Uplers & Inbox Army Mar 2021 to Jul 2023

Campaign Manager, Email & Lifecycle | Remote

Context: Global marketing agency; worked across multiple ESPs handling client management, strategy, implementation, copy, and reporting.

- Ran end-to-end email campaigns and partnered with client teams to shape strategy for enterprise, multi-region brands including McArthur Glen, Luxury Escapes, Knights, Palmer Bet, Klick, and Wests Group.
- Planned, built, QA'd, and reported on campaigns and automations across Mailchimp, Klaviyo, and Salesforce Marketing Cloud.
- Wrote email and ad copy and produced creative briefs aligned to each brand's guidelines, tone of voice, and campaign goals.

Case study: Luxury Escapes: enterprise campaign program at scale rajexplains.com →

SELECTED CASE STUDIES

Client	Niche	Result headline	Link
Novo Nordisk (GBS)	Pharma / GLP-1	Compliant email across 12 markets	View →
Schoolyard Snacks	Health snacks (GLP-1 adjacent)	Google Ads plus retention loop	View →
Jersey Loco (Dahaus)	Sports apparel	73% of email revenue from flows, +200%	View →
Luxury Escapes (Uplers)	Travel / ecommerce	Cross-channel campaigns at scale	View →

CERTIFICATIONS & EDUCATION

- Certifications: Klaviyo Product Certified; Salesforce Marketing Cloud Email Specialist; Salesforce Marketing Cloud Administrator
- Education: MBA, Marketing, RV Institute of Management, Bengaluru (2019 to 2021); Bachelor of Engineering, Visvesvaraya Technological University (2018)