

Bara Belgacem

Email Marketing Specialist | Klaviyo Product Certified

Tunisia | Open to Remote Work

Portfolio: https://drive.google.com/drive/folders/1pM-tM_pJ0Nfjnxmn3hXpFULhqZ_xtFY2?usp=sharing

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Professional Summary

Results-driven Email Marketing Specialist with hands-on experience in building high-converting email flows and campaigns using Klaviyo. Worked with fashion brands like Exist and Hamadi Abid, managing lists of 300K+ subscribers and creating revenue-focused email strategies. Klaviyo Product Certified, focused on segmentation, automation, and conversion-driven copywriting

Key Skills

- Klaviyo (Flows, Campaigns, Segmentation)
 - Email Automation (Welcome, Abandoned Cart, Post-Purchase, Browse Abandonment)
 - Email Copywriting (Conversion-focused)
 - Campaign Planning & Calendar Creation
 - List Growth & Pop-ups
 - A/B Testing • Analytics & Performance Tracking
 - Figma / Email Design
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Experience

Email Marketing Specialist (Freelance) 2025 – Present

Exist (Fashion Brand – Tunisia) – Case Study

- Built a complete email marketing system (flows + campaigns)
- Created Welcome Series and Abandoned Cart flows
- Designed campaign concepts and email copy
- Identified missed revenue opportunities in inactive email channel

Hamadi Abid (HA) – Case Study

- Developed email campaign ideas and strategy
 - Created conversion-focused email designs and copy
 - Analyzed brand positioning to improve engagement
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Certifications

Klaviyo Product Certification (Klaviyo Academy)

[Link](#)

Languages

- Arabic — Native
- English — Upper-Intermediate (C1) – Professional Working Proficiency
- French — Intermediate – Conversational