

Bara Belgacem

Email Marketing Specialist | Klaviyo Product Certified

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Portfolio: <https://myportfoliobarabb81.netlify.app/>

PROFESSIONAL SUMMARY

Results-driven Email Marketing Specialist with hands-on experience building high-converting email flows and campaigns using Klaviyo. Worked with e-commerce and fashion brands managing lists of 300K+ subscribers. Conducted a full Klaviyo ecosystem audit for BOOM! by Cindy Joseph — a \$200M+ beauty brand — identifying \$200K+ in attributed revenue across 6 automated flows. Klaviyo Product Certified, focused on segmentation, automation, and conversion-driven copywriting.

KEY SKILLS

✓ Klaviyo (Flows, Campaigns, Segmentation)	✓ Email Automation Strategy	✓ Email Copywriting (Conversion-focused)	✓ Campaign Planning & Calendar
✓ Flow Audit & Performance Analysis	✓ List Growth & Pop-ups	✓ A/B Testing & Analytics	✓ Figma / Email Design

EXPERIENCE

Email Marketing Specialist (Freelance) 2025 – Present

Exist — Fashion Brand, Tunisia

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

Hamadi Abid (HA) — Fashion Brand, Tunisia

- Developed email campaign strategy aligned with brand positioning
- Created conversion-focused email designs and copy
- Analyzed brand messaging to improve subscriber engagement

BOOM! by Cindy Joseph — Beauty Brand, USA *[Audit Study — see full case study below]*

- Conducted a full Klaviyo ecosystem audit across 6 automated flows
- Identified \$200K+ in attributed revenue from existing automations
- Uncovered multiple Draft emails causing significant missed revenue
- Delivered strategic recommendations: Welcome Flow, Post-Purchase Flow, and flow gap fixes

CERTIFICATIONS

Klaviyo Product Certification — Klaviyo Academy

LANGUAGES

Arabic: Native

English: Upper-Intermediate (C1) — Professional Working Proficiency

French: Intermediate — Conversational

BOOM! by Cindy Joseph

Klaviyo Flow Audit — Case Study

By: Bara Belgacem

Study Type: Flow Audit & Strategy Breakdown

Platform: Klaviyo

Industry: Beauty & Skincare

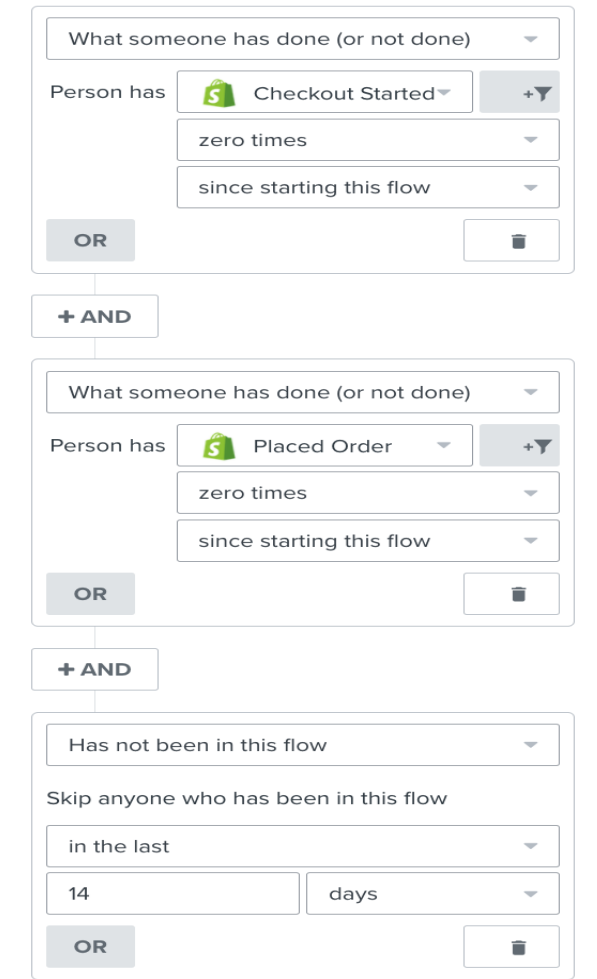
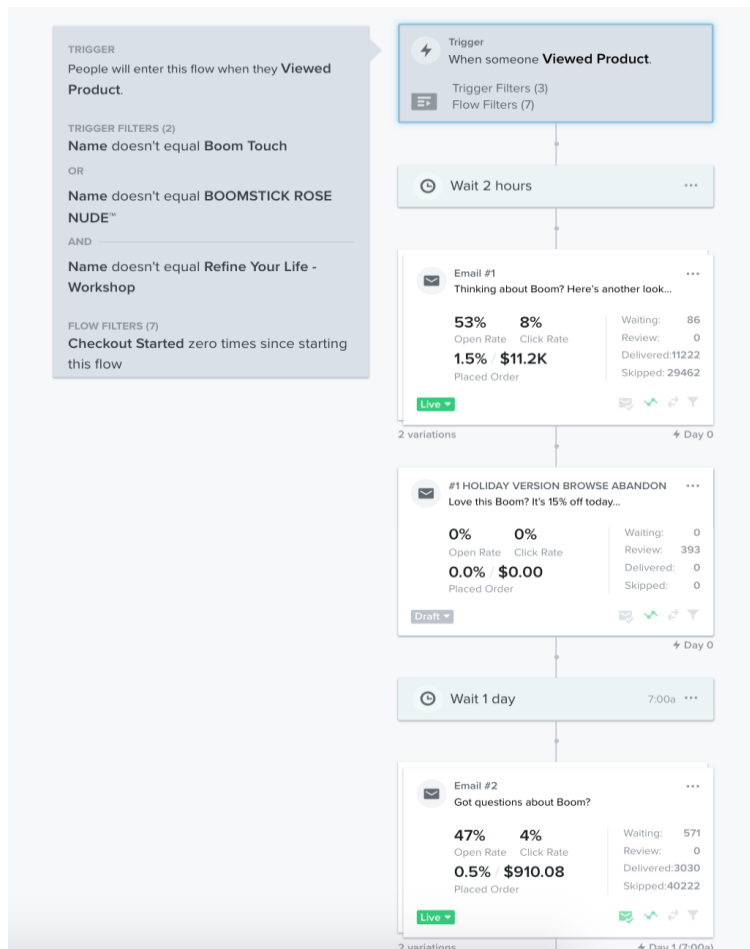
Target Audience: Women 50+

Note: Audit-style strategic analysis of existing flows — not a personal client project.

Results Snapshot

Flow	Emails	Top Open Rate	Top Revenue	Status
Browse Abandon	2	53%	\$11.2K	Live
Abandoned Cart	7	52%	\$33.9K	Live
Win-Back	4	46%	\$59.2K	Live
Back-in-Stock	2	55%	\$38.4K	Live
Sunset / Re-permission	3	17%	\$31.9K	Live
Upsell Lead-to-Sale	6	34%	\$21.6K	Live

Flow 1 — Browse Abandon



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Setup

- **Trigger:** Viewed Product
- **Trigger Filters:** Product Name ≠ "Boom Touch", "Boomstick Rose Nude™", "Refine Your Life - Workshop"
- **Flow Filter:** Checkout Started = 0 times since starting flow

Timeline

Step	Timing	Action
1	Wait 2 hours	Email #1
2	Wait 1 day at 7:00am	Email #2

Email Breakdown

- **Email #1:** "Thinking about Boom? Here's another look..." — Soft curiosity + scarcity. Cross-sells complementary items. No discount.
- **Email #2:** "Got questions about Boom?" — Support & objection removal. Pivots from product push to customer service. Includes 5-star review.

Performance

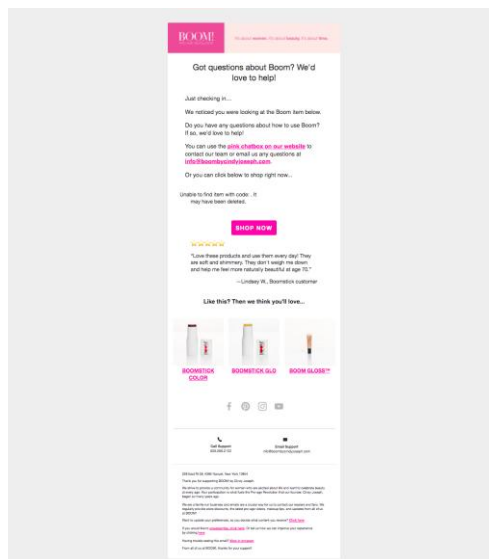
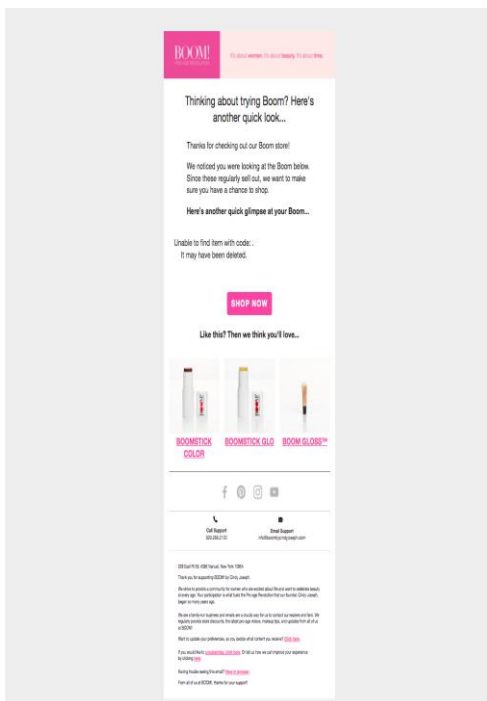
Metric	Email #1	Email #2
Open Rate	53%	47%
Click Rate	8%	4%
Placed Order	1.5%	0.5%
Revenue	\$11,200	\$910
Delivered	11,222	3,030
Skipped	29,462	40,222

Strategic Analysis

- 2-hour delay captures active intent without being aggressive.
- Checkout Started filter prevents overlap with the higher-intent cart flow.
- Email #1 has no discount — protects margin while testing intent.
- Email #2 changes angle entirely instead of repeating urgency.

Recommendations

- Add a time-limited discount only in Email #2 for non-buyers.
- Add Email #3 on Day 3 for cold non-openers with a testimonial-led angle.



Flow 2 — Abandoned Cart

TRIGGER SETUP

Flow filters allow you to restrict the flow to only certain people (e.g. first time customers, repeat customers, subscribers from this month, etc.)

Person has **Placed Order** zero times since starting this flow

OR

Person has **Checkout Complet...** zero times since starting this flow

OR

Person is not suppressed

OR

Person has **Bounced Email** is less than 3 over all time

OR

Person is in or not in a list **Abando...**

TRIGGER

When someone **Checkout Started**

TRIGGER FILTERS (2)

Items doesn't contain **Refine Your Life - Workshop**

AND

Items equals **BOOM SUN™**

FLOW FILTERS (6)

Placed Order zero times since starting this flow

AND

Checkout Completed zero times since starting this flow

Flow Sequence:

- Wait 4 hours
- Abandoned Cart Email 1 - Cart reminder: 52% Open Rate, 11% Click Rate, 0.5% \$2.74K
- Wait 20 hours
- Conditional Split: 0% Yes, 98% No
- Copy of Abandoned Cart Email 1 - Cart reminder: 46% Open Rate, 7% Click Rate, 2.6% \$13.9K
- Wait 1 day
- Abandoned Cart Email 2 - Last chance order: 45% Open Rate, 8% Click Rate, 3.2% \$16.8K
- Wait 1 day
- Abandoned Cart Email 3 - Ambassador Send: 42% Open Rate, 7% Click Rate, 0.5% \$2.74K

TRIGGER SETUP

Flow filters allow you to restrict the flow to only certain people (e.g. first time customers, repeat customers, subscribers from this month, etc.)

Person has **Placed Order** zero times since starting this flow

OR

Person has **Checkout Complet...** zero times since starting this flow

OR

Person is not suppressed

OR

Person has **Bounced Email** is less than 3

Flow Sequence:

- Wait 2 days
- Abandoned Cart Email 4 - Store coupon: 37% Open Rate, 3% Click Rate, 0.9% \$1.84K
- Wait 1 day
- Abandoned Cart Email 5 - Store coupon last: 37% Open Rate, 4% Click Rate, 1.8% \$3.87K
- Wait 3 days
- Abandoned Cart Email 6 - Blog Content: 39% Open Rate, 7% Click Rate, 0.5% \$2.76K

[Click Here To See All Images](#)

Setup

- **Trigger:** Checkout Started
- **Trigger Filters:** Items ≠ "Refine Your Life - Workshop" / Items = "BOOM SUN™"
- **Flow Filters:** Placed Order = 0 | Checkout Completed = 0 | Not suppressed | Bounced Email < 3 | In "Abandoned" list

Timeline

Step	Timing	Action
1	Wait 4 hours	Email #1
2	Wait 20 hours	Conditional Split (opened / not opened)
3	Day 1	Email #1B for non-openers
4	Wait 1 day	Email #2
5	Wait 1 day	Email #3
6	Wait 2 days	Email #4 (Draft)
7	Wait 1 day	Email #5 (Draft)

8	Wait 3 days	Email #6
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Email Breakdown

- **Email #1:** "We're holding your Boom items (for now)" — Cart-holding + scarcity
- **Email #1B:** "Still thinking about Boom?" — Soft re-engagement for non-openers
- **Email #2:** "Your Boom is waiting... (Last chance to order)" — Final deadline urgency
- **Email #3:** "NEW Boomstick Glimmer tip (inside)" — Ambassador education
- **Email #4 (Draft):** "Who knew my skin could look so dewy?" — 10% discount offer
- **Email #5 (Draft):** "LAST DAY: Get 10% off everything" — Final discount deadline
- **Email #6:** "7 makeup tips = 1 new Boom look" — Blog value content

Performance

Metric	Email #1	Email #1B	Email #2	Email #3	Email #6
Open Rate	52%	46%	45%	42%	39%
Click Rate	11%	7%	8%	7%	7%
Placed Order	5.4%	2.6%	3.2%	0.5%	0.5%
Revenue	\$33.9K	\$13.9K	\$16.8K	\$2.74K	\$2.76K
Delivered	7,709	6,908	6,625	6,386	5,953

Strategic Analysis

- Conditional Split after 20 hours is the strongest element — non-openers get a fresh subject line.
- 7-email sequence over 9 days catches late converters.
- Angle progression: Urgency → Education → Discount → Value Content.
- Biggest gap: Emails #4 and #5 are in Draft and generating \$0.

Recommendations

- Activate Email #4 and #5 immediately.
- Keep at least one email completely discount-free to preserve brand positioning.

LAST CHANCE TO COMPLETE
YOUR BOOM! PURCHASE!

FINISH SHOPPING

This is your last chance to try this...

We've been holding your Boom items for 24 hours.
But we can't hold them much longer.

Here is what we have set aside for you:

Demand is high for all our Boom cosmetics and skin care. We regularly sell out.

So out of fairness to our other customers, we can't hold these for long.

SHOP NOW



Call Support
952.262.2100



Email Support
info@boombycindyjoseph.com

228 East Pl 18, 4386 Newark, New York 13564

Thank you for supporting BOOM! by Cindy Joseph.

We strive to provide a community for women who are excited about life and want to celebrate beauty at every age. Your participation is what fuels the Pro-age Revolution that our founder, Cindy Joseph, began so many years ago.

We are a family-run business and emails are a crucial way for us to contact our readers and fans. We regularly provide store discounts, the latest pro-age videos, makeup tips, and updates from all of us at BOOM!

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From all of us at BOOM!, thanks for your support!

BOOM!
BY CINDY JOSEPH

Everything in Our Store:
10% Off, Just for YOU

SHOP NOW

"Excellent. Who knew my skin could look so dewy and natural with a quick sweep of three Boomsticks! You advertise beauty in 10 minutes—it's more like two minutes, including mascara. I never buy makeup online, but I was so blown away with the results that I ordered a Trio for my mom (76)."

—Judith S., Boomstick Trio customer



Every week we receive reviews like this.

We love hearing how Boom favorites like our Boomstick Trio are changing women's lives—and simplifying their beauty routines.

We want to invite you to be our next inspiring story.

Today, we're giving you the chance to try anything in our Boom store—at a 10% discount.

Just use the exclusive code **STORE10-PREVIEW** and you'll save on everything in your Boom cart today.

This code expires in 2 days. As always, your satisfaction is guaranteed.

So why wait? Click below to shop now.

SHOP NOW



Call Support
952.262.2100



Email Support
info@boombycindyjoseph.com

228 East Pl 18, 4386 Newark, New York 13564

Thank you for supporting BOOM! by Cindy Joseph.

We strive to provide a community for women who are excited about life and want to celebrate beauty at every age. Your participation is what fuels the Pro-age Revolution that our founder, Cindy Joseph, began so many years ago.

We are a family-run business and emails are a crucial way for us to contact our readers and fans. We regularly provide store discounts, the latest pro-age videos, makeup tips, and updates from all of us at BOOM!

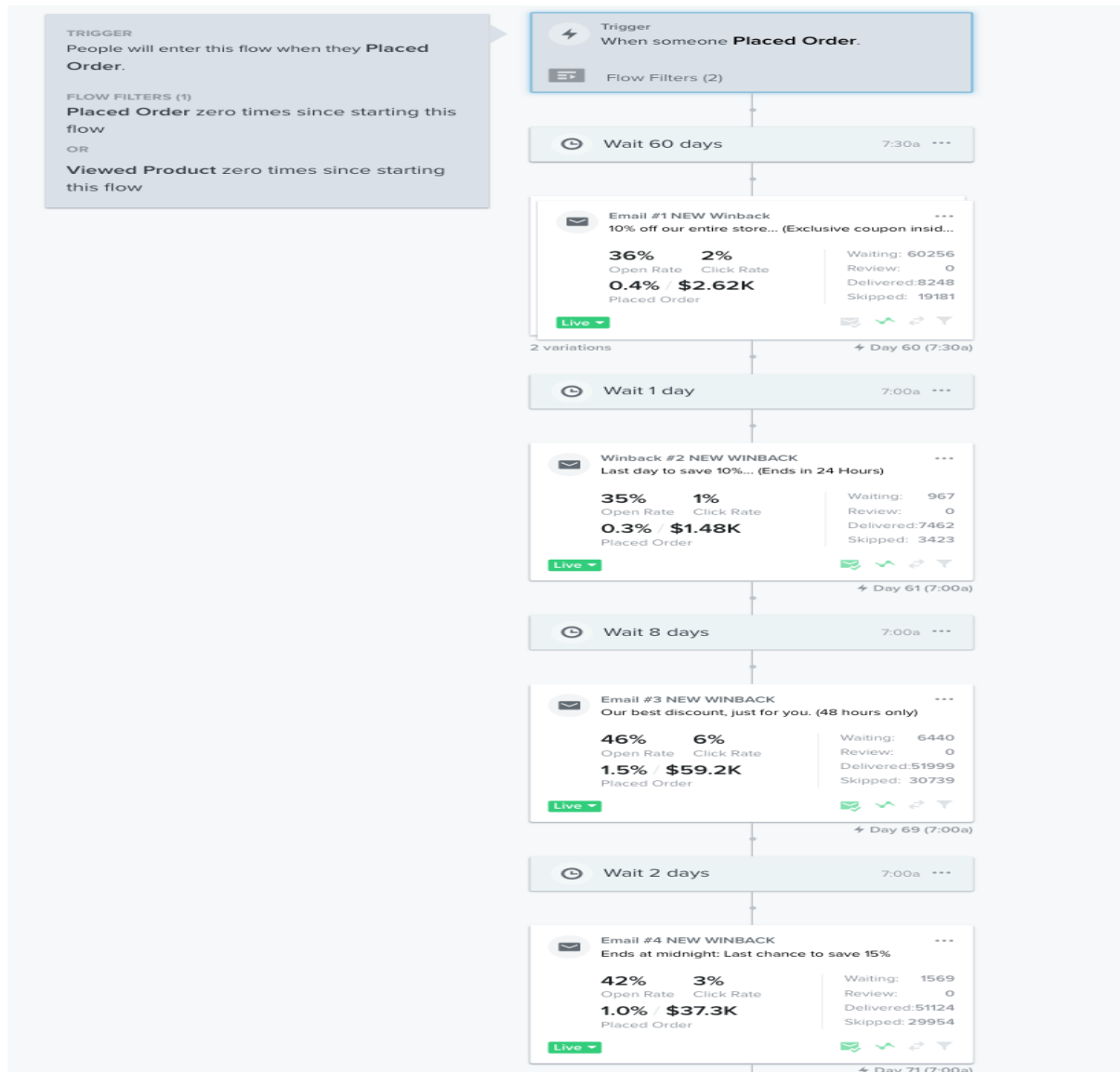
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From all of us at BOOM!, thanks for your support!

Flow 3 — Win-Back



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Setup

- **Trigger:** Placed Order
- **Flow Filters:** Placed Order = 0 | Viewed Product = 0 since starting flow

Timeline

Step	Timing	Action
1	Wait 60 days at 7:30am	Email #1
2	Wait 1 day at 7:00am	Email #2
3	Wait 8 days at 7:00am	Email #3
4	Wait 2 days at 7:00am	Email #4

Email Breakdown

- **Email #1:** "10% off our entire store... (Exclusive coupon inside)" — Soft re-engagement + discount
- **Email #2:** "Last day to save 10%... (Ends in 24 Hours)" — Urgency on first offer
- **Email #3:** "Our best discount, just for you. (48 hours only)" — Escalated 15% OFF
- **Email #4:** "Ends at midnight: Last chance to save 15%" — Final deadline + maximum urgency

Performance

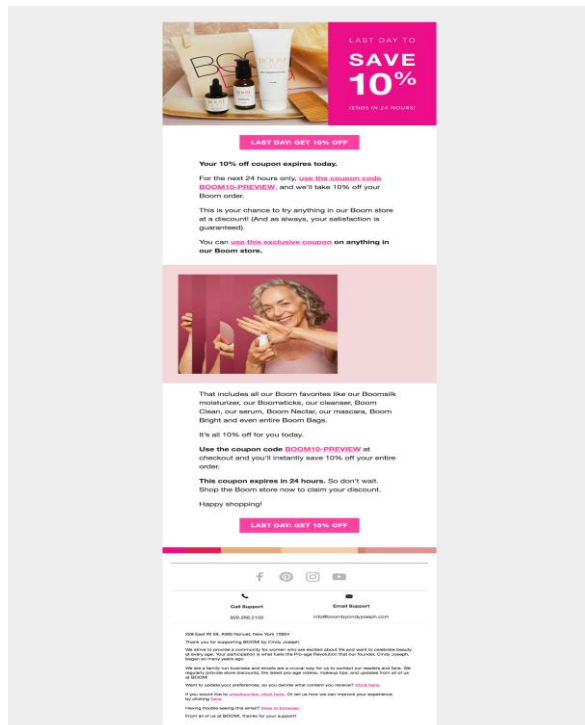
Metric	Email #1	Email #2	Email #3	Email #4
Open Rate	36%	35%	46%	42%
Click Rate	2%	1%	6%	3%
Placed Order	0.4%	0.3%	1.5%	1.0%
Revenue	\$2.62K	\$1.48K	\$59.2K	\$37.3K
Delivered	8,248	7,462	51,999	51,124

Strategic Analysis

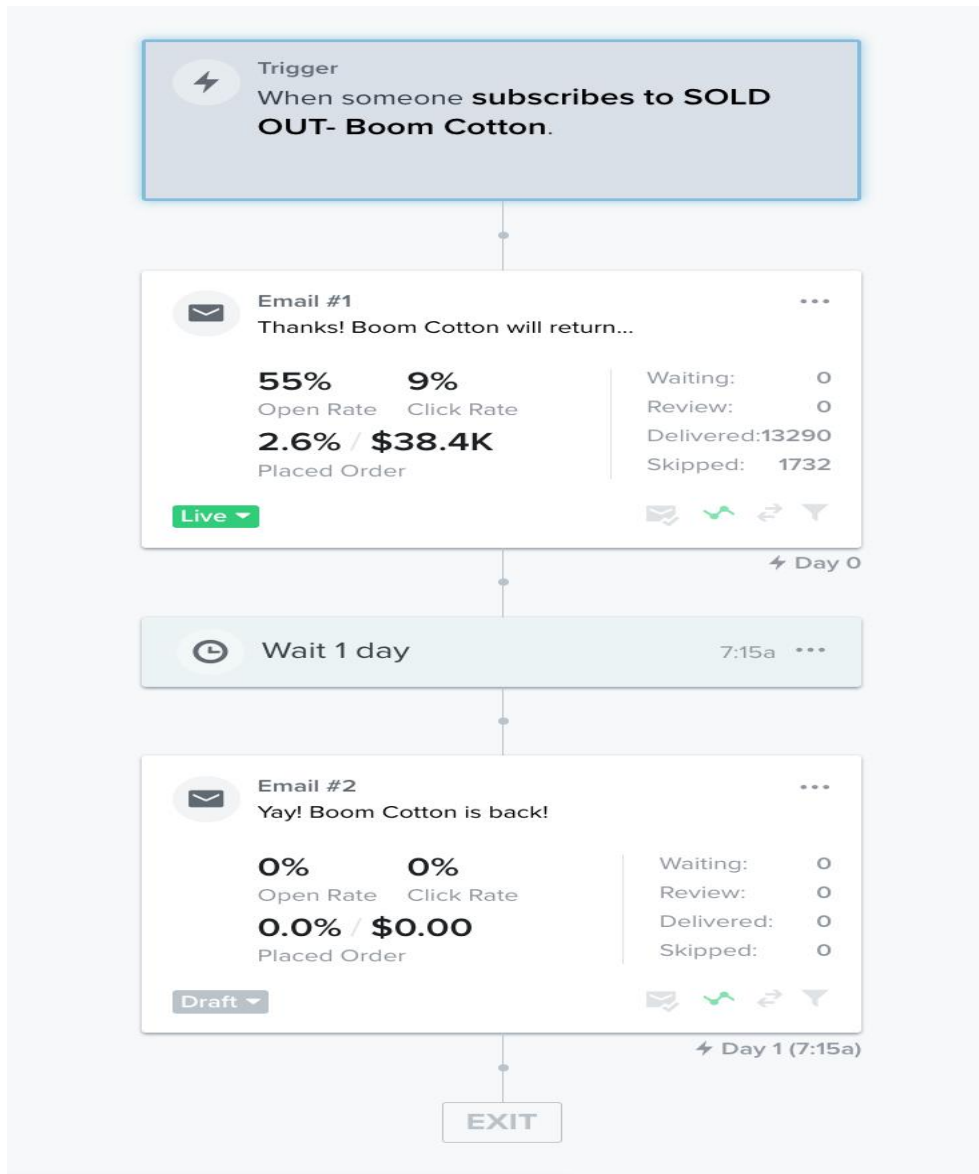
- Discount escalation strategy: 10% first → 15% only if no conversion. Protects margin.
- Waiting 60 days respects the customer and reduces list fatigue.
- Email #3 is the hero (\$59.2K) — the 8-day gap makes the upgraded offer feel fresh.

Recommendations

- Add a storytelling or social proof email between Email #2 and #3.
- Test a softer opener for Email #1 ("We miss you") before leading with discount.



Flow 4 — Back-in-Stock



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Setup

- **Trigger:** Subscribes to "SOLD OUT - Boom Cotton" list

Timeline

Step	Timing	Action
1	Immediately	Email #1
2	Wait 1 day at 7:15am	Email #2 (Draft)

Email Breakdown

- **Email #1:** "Thanks! Boom Cotton will return..." — Confirmation + immediate cross-sell of alternatives (Boomstick Glo + Boomsilk)
- **Email #2:** "Yay! Boom Cotton is back!" — Back-in-stock announcement. Status: DRAFT

Performance

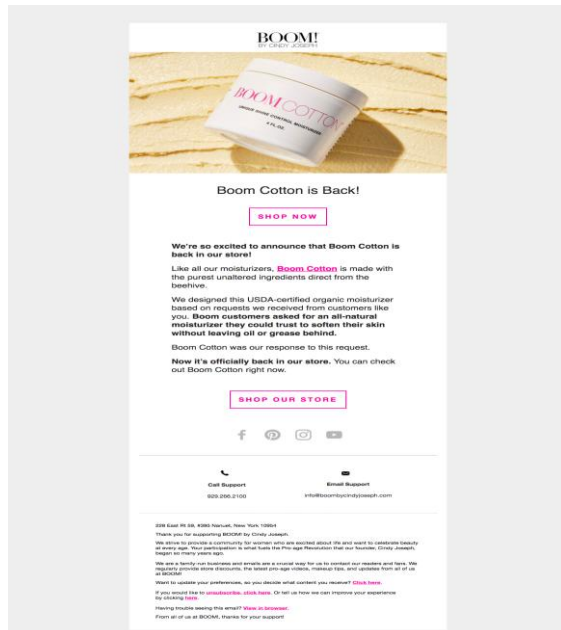
Metric	Email #1	Email #2
Open Rate	55%	0% (Draft)
Click Rate	9%	—
Placed Order	2.6%	—
Revenue	\$38.4K	\$0
Delivered	13,290	0

Strategic Analysis

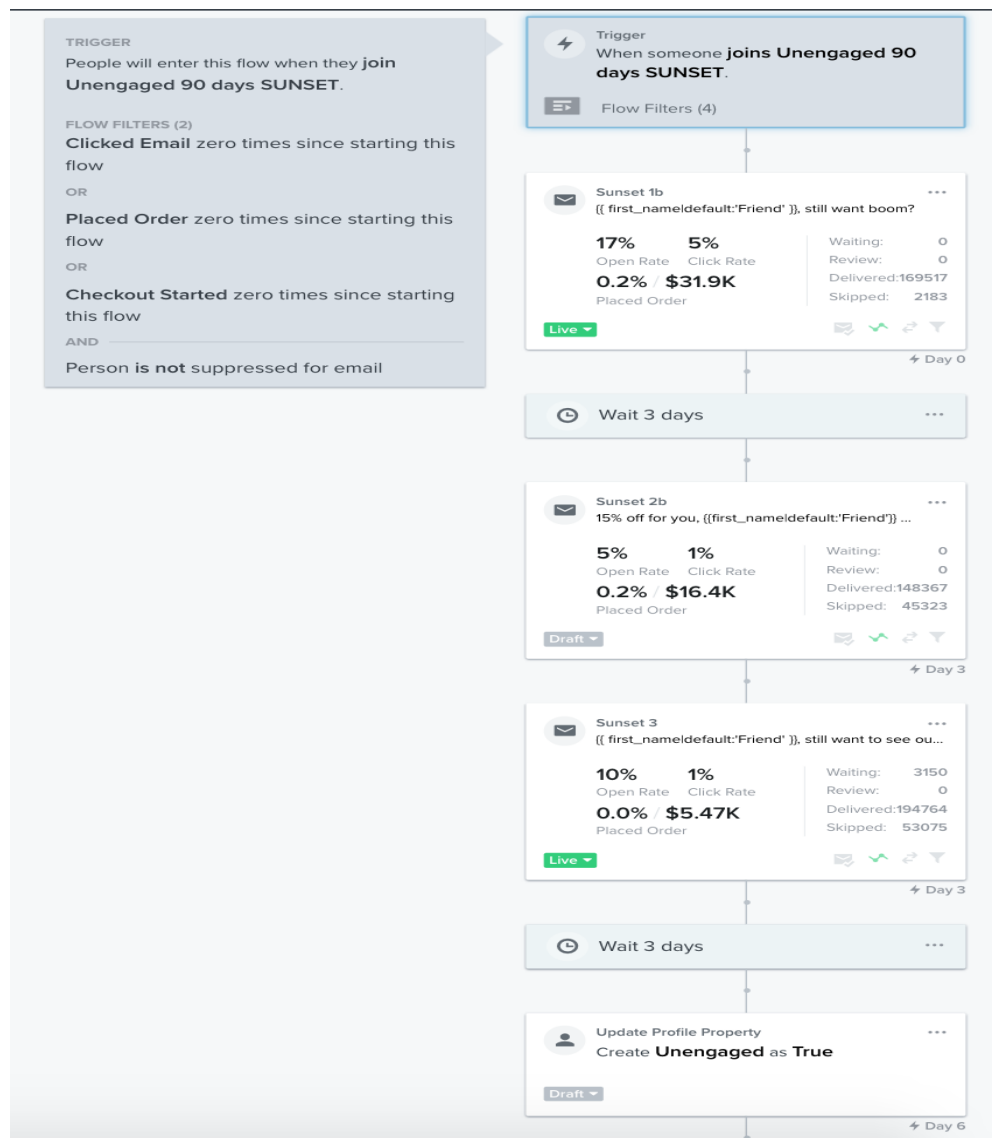
- Email #1 generated \$38.4K from people who haven't even seen the product return yet.
- The cross-sell turns waiting into buying — highest-intent moment in the journey.
- Email #2 being Draft is the biggest single missed opportunity in the ecosystem.

Recommendations

- Activate Email #2 immediately.
- Add Email #3 with urgency: "Boom Cotton is selling fast — don't miss it again."



Flow 5 — Sunset Flow (Re-permission)



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Setup

- **Trigger:** Joins "Unengaged 90 days SUNSET" segment

Segment Definition:

- Created \geq 120 days ago
- Clicked Email = 0 in last 90 days
- Opened Email = 0 in last 90 days

- Has clicked at least once over all time
- Has received email at least once over all time

Timeline

Step	Timing	Action
1	Immediately	Sunset 1b
2	Wait 3 days	Sunset 2b (Draft)
3	Wait 3 days	Sunset 3
4	Wait 3 days	Update Profile: Unengaged = True

Email Breakdown

- **Sunset 1b:** "{{ first_name }}", still want boom?" — Personal re-permission ask
- **Sunset 2b (Draft):** "15% off for you, {{ first_name }}..." — Incentive to re-engage. Status: DRAFT
- **Sunset 3:** "{{ first_name }}", still want to see our..." — Preference management: keep all / hear less / find on social
- **Profile Update:** Tags remaining non-responders as Unengaged = True for automatic suppression

Performance

Metric	Sunset 1b	Sunset 2b	Sunset 3
Open Rate	17%	5%	10%
Click Rate	5%	1%	1%
Placed Order	0.2%	0.2%	0.0%
Revenue	\$31.9K	\$16.4K	\$5.47K
Delivered	169,517	148,367	194,764

Strategic Analysis

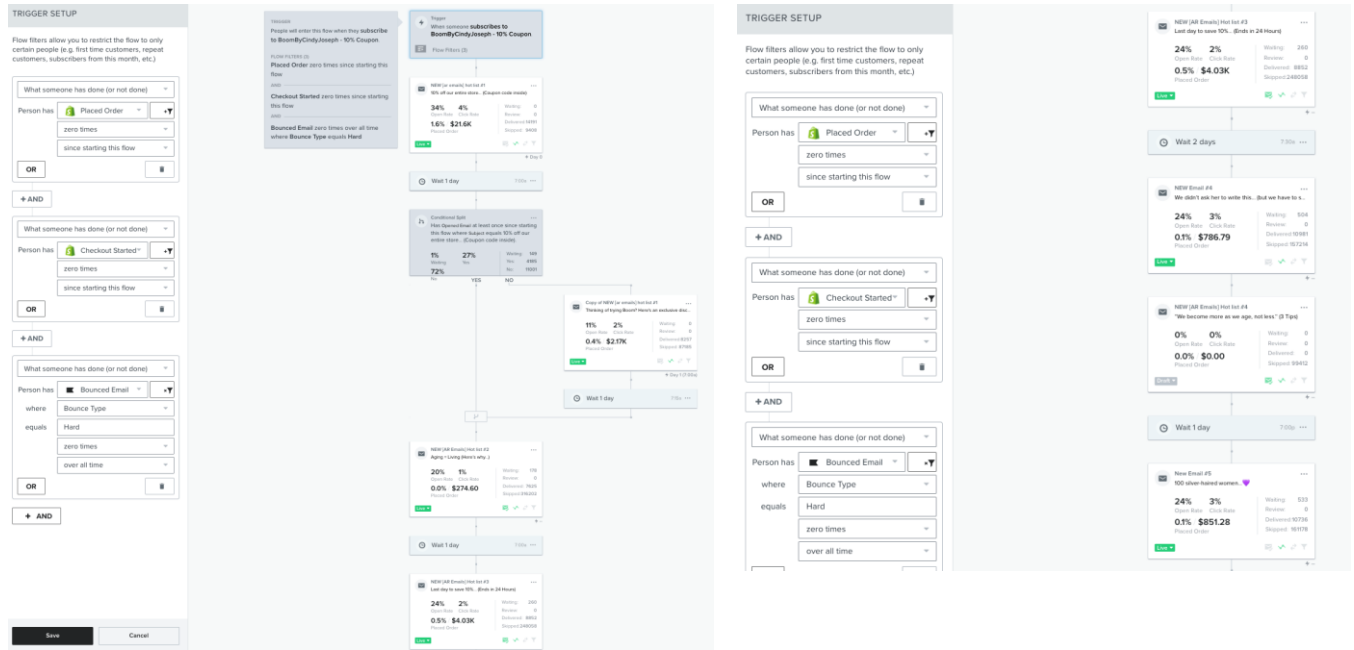
- Primary goal is deliverability protection — but it still generated \$53.7K+ total.
- Segment targets formerly engaged people, not total cold traffic. That precision is key.
- First name personalization in subject lines is critical for re-permission success.
- Automated Profile Property update creates scalable list hygiene without manual work.

Recommendations

- Activate Sunset 2b — the 15% offer is most likely to convert fence-sitters.
- Add a "We'll miss you" goodbye email before final suppression.



Flow 6 — Upsell / Lead-to-Sale



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Setup

- **Trigger:** Subscribes to "BoombyCindyJoseph - 10% Coupon"
- **Flow Filters:** Placed Order = 0 | Checkout Started = 0 | Bounced Email Hard = 0

Timeline

Step	Timing	Action
1	Immediately	Email #1
2	Wait 1 day at 7:00am	Conditional Split (opened / not opened)
3	Day 1	Email #1B for non-openers
4	Wait 1 day	Email #2
5	Wait 1 day	Email #3
6	Wait 2 days	Email #4
7	Wait 1 day at 7:00pm	Email #5
8	—	Email #6 (Draft)

Email Breakdown

- **Email #1:** "10% off our entire store..." — Delivers the discount promise
- **Email #1B:** "Thinking of trying Boom? Here's an exclusive discount..." — Curiosity-led for non-openers
- **Email #2:** "Aging = Living (Here's why...)" — Brand philosophy. Pure storytelling. No sales ask.

- **Email #3:** "Last day to save 10%... (Ends in 24 Hours)" — Deadline urgency
- **Email #4:** "We didn't ask her to write this..." — Organic UGC reader story
- **Email #5:** "100 silver-haired women 💜" — Community and identity marketing
- **Email #6 (Draft):** "We become more as we age, not less." — Educational content. Status: DRAFT

Performance

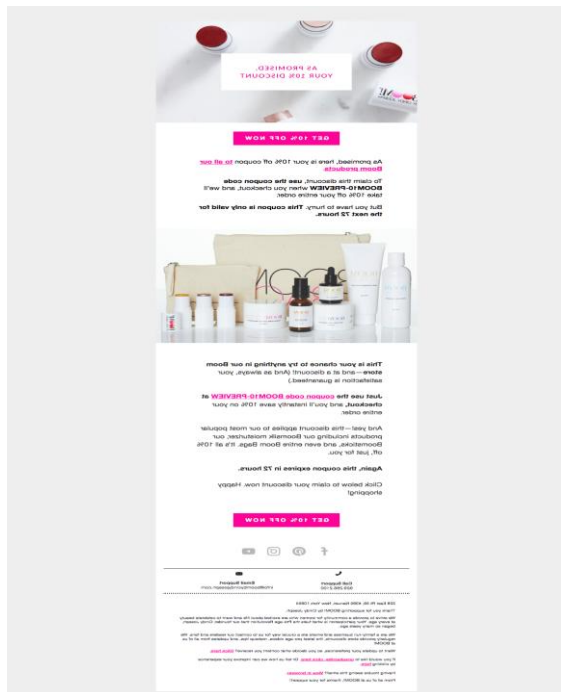
Metric	Email #1	Email #1B	Email #2	Email #3	Email #4	Email #5
Open Rate	34%	11%	20%	24%	24%	24%
Click Rate	4%	2%	1%	2%	3%	3%
Placed Order	1.6%	0.4%	0.0%	0.5%	0.1%	0.1%
Revenue	\$21.6K	\$2.17K	\$274	\$4.03K	\$786	\$851
Delivered	14,191	8,257	7,625	8,852	10,981	10,736

Strategic Analysis

- Most sophisticated flow — nurtures leads with content before pushing the sale.
- Sequence: Discount → Story → Urgency → UGC → Community.
- Emails #2 and #5 are content-only — they build the trust that makes #3 and #4 convert.
- UGC storytelling (Email #4) outperforms polished brand copy in the beauty niche.

Recommendations

- Activate Email #6.
- Add Email #7 with product education (how-to use) to address hesitation.



Full Ecosystem — Strategic Perspective

How the Flows Work Together

Stage	Flow(s)	Purpose
Consideration	Browse Abandon + Abandoned Cart	Protect revenue at decision point
Acquisition	Upsell Lead-to-Sale	Convert new leads into first buyers
Retention	Win-Back	Reactivate past customers
Demand Recovery	Back-in-Stock	Capture waitlist buyers
List Health	Sunset	Protect deliverability

What Makes This System Strong

- Flow filters prevent overlap — no subscriber receives two urgency emails from different flows simultaneously.
- Discounting is controlled — not every flow uses discounts; the ones that do escalate gradually.
- Content emails are embedded throughout — the brand never feels purely transactional.

Main Opportunities

- Activate all Draft emails across Browse Abandon, Abandoned Cart, Back-in-Stock, Sunset, and Upsell flows.
- Build a Welcome Flow — no dedicated new subscriber nurture sequence currently exists.
- Build a Post-Purchase Flow — no automation for reviews, usage tips, or replenishment.
- Prioritize Back-in-Stock Email #2 — the single clearest missed revenue opportunity.

Audit-style study — strategic analysis of existing flows, not a personal client project.