





# Justin Rahaman

## Growth & CRM Marketing

A data-driven marketing leader with a focus on growth through customer engagement and business expansion. Expert in A/B testing, CRM, and lifecycle marketing, with a strong background in Email/SMS campaigns. Committed to meeting customer needs with tailored solutions and building lasting relationships.

### Contact Information

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### Skills

- Data-Driven Growth Marketing Strategies
- A/B Testing
- CRM Expertise
- Customer Engagement Strategy
- Brand Development
- Brand Management
- Strategic Planning
- Budget Management
- Team Management & Leadership
- HTML
- Customer Retention
- Hyper segmentation

### Softwares & Tools

- Klaviyo
- SalesForce
- Hubspot
- SendGrid
- Active Campaign
- Intercom
- Braze
- Iterable
- Mailchimp
- Twilio
- SQL
- Tableau
- Figma
- ClickUp
- Jira
- Coda
- Notion

## Email/SMS & Growth Marketing Manager

### Spot Pet Insurance, Aug 2022–Present

- Strategically led the development and execution of a targeted B2C marketing strategy for a subscriber list exceeding 5 million, achieving a 298% increase in conversion rates with revenue exceeding \$18M through Email, SMS, and Push channels.
- Spearheaded A/B testing initiatives that enhanced communication effectiveness, leveraging AI for impact prediction and test prioritization.
- Improved CRM retention strategies by using SQL, Excel, and Tableau for data analysis. This method focused on actionable insights from customer feedback, leading to an 11.5% increase in retention and a 3% rise in customer lifetime value (LTV).
- Led a team of up to 5, emphasizing skill development and fostering a culture of collaborative success.

### Founder & CEO

#### R Media, Aug 2019–June 2022

- Directed a high-performing team of seven, managing over 25 client accounts with an annual ad budget of \$2.5M, primarily focused on maximizing the efficiency and impact of paid social channels, with significant investments in paid search and display advertising.
- Spearheaded innovative growth marketing campaigns by integrating viral marketing tactics and influencer collaborations, significantly enhancing campaign performance and driving engagement.
- Led a collaborative effort with creatives, product teams, and data analysts to deeply understand audience behavior, resulting in increased campaign engagement.
- Employed a structured marketing framework to ensure alignment across all functional areas, driving cohesive and strategic decision-making.
- Utilized SQL, Tableau, and Klaviyo for comprehensive data analysis, enabling insightful real-time monitoring and optimization of campaigns.

## Digital Marketing Manager

### Interactive Accountants, Oct 2020–June 2021

- Orchestrated comprehensive multi-channel engagement strategies, including email, SMS, push notifications, and targeted social media campaigns, leveraging CRM platforms like Salesforce to significantly enhance campaign effectiveness and customer conversion rates.
- Successfully drove 5% improvement in Lifetime Value (LTV) through strategic and continuous campaign optimizations.
- Leveraged data analysis to ensure marketing efforts were precisely aligned with business objectives, implementing a marketing approach to KPI analysis which facilitated ongoing refinement of campaign strategies.

## Growth & Lifecycle Marketing Manager

### Pikes Wine & Liquors, Oct 2016–Oct 2019

- Spearheaded digital marketing strategies, propelling online revenue over \$2.5M through diversified approaches.
- Launched an SMS loyalty program, achieving a 13.5% increase in customer Lifetime Value (LTV).
- Managed all digital platforms, including CRM, social media, and website executing strategies that attracted better traffic and enhanced digital presence.

### Education & Certifications

- University of Tampa**  
Entrepreneurship & Business Marketing
- Floral Park Memorial High School**

### Iterable Foundations Certified

- Iterable, Feb 2024
- Email Marketing**  
HubSpot Academy, Aug 2022
- Microsoft Advertising Certified Professional**  
Microsoft, July 2022