

ARPIT BANJARA

Senior Email Marketing & Automation Specialist

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SUMMARY

Klaviyo specialist with 6+ years running email/SMS marketing programs and automation infrastructure for eCommerce brands and agency clients. Currently Senior Email Automation Specialist & IT Director at Flowium, leading a team, owning client Klaviyo strategy, and building internal automation (Zapier, n8n). Klaviyo Champion; recognized by the Klaviyo Community for problem-solving (4th most active contributor, "Most Problems Solved" award).

CORE SKILLS

Platforms: Klaviyo (Pro/expert-level), Mailchimp, HubSpot, ActiveCampaign, ConvertKit, Drip

eCommerce: Shopify, BigCommerce, WooCommerce, Magento — integrations & migrations

Automation: Zapier, n8n, workflow design, internal tooling

Marketing Ops: Flow & segmentation strategy, A/B testing, deliverability, SMS compliance

Leadership: Team management, onboarding design, technical training

EXPERIENCE

Senior Email Automation Specialist & IT Director | Flowium

Sep 2024 – Present

- Lead Klaviyo strategy and technical delivery for 55+ agency clients, plus IT and automation responsibilities across the company
- Manage a team of 4 direct reports; deliver quarterly trainings and document onboarding/offboarding processes
- Creating internal automations on Make.com, Zapier and N8N to reduce cost and improving efficiency with AI
- Resolve advanced technical issues — email authentication (DNS/NS-delegation), Google Postmaster access, Shopify RBAC/collaborator-code edge cases — that block client campaigns

Senior Email Automation Specialist | Flowium

Nov 2022 – Sep 2024

- Owned Klaviyo Pro-level implementations and A/B testing programs for 55+ eCommerce accounts
- Designed flow and segmentation strategy across client portfolios spanning Shopify, BigCommerce, WooCommerce, and Magento

Email Automation Specialist | Flowium

May 2021 – Nov 2022

- Built and optimized Klaviyo email/SMS flows and campaigns for eCommerce clients, managing Shopify store integrations
- Led client migrations onto Klaviyo from ActiveCampaign, Mailchimp, and HubSpot

Content & Email Automation Specialist | TopMind (Netherlands)

Nov 2019 – May 2021

- Managed email marketing and content for remote clients; ran A/B tests to improve campaign performance

Associate Systems Engineer | IBM

Jan 2018 – Oct 2019

- Supported the IKEA account on IBM Kenexa's BrassRing HR platform — backend changes, testing, and ticketing (iDesk/Zendesk)

EDUCATION

B.E., Information Technology

Gujarat Technological University, India — 2014–2017