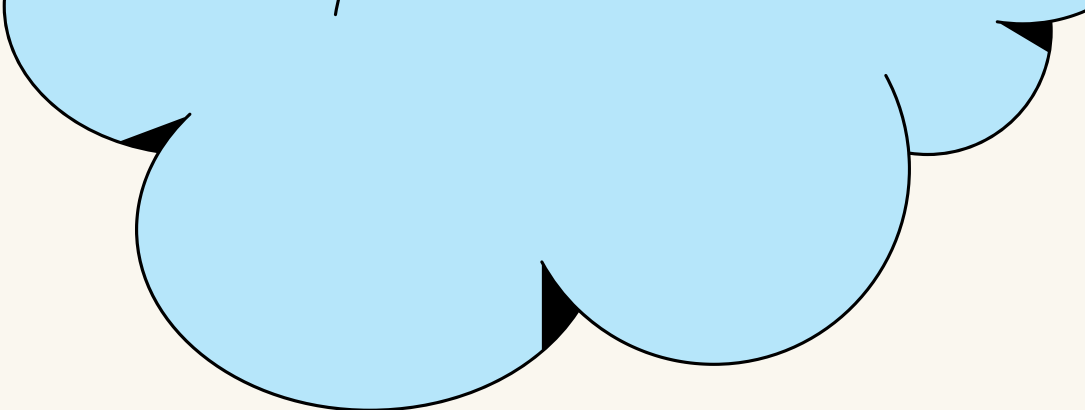




EMAIL MARKETING STRATEGIST

# ZAINAB EGBEWUNMI

“Turning Subscribers Into Customers Through Strategic Email Systems”



# ABOUT ME

## I'M ZAINAB, NICE TO MEET YOU.

- I help coaches, consultants, creators, and SaaS brands turn email into a predictable revenue channel.
- With experience managing 3,000+ subscribers and achieving 40% engagement rates, I specialize in building structured email campaigns, lifecycle automations, and conversion-focused messaging that nurtures leads and drives sales.
- I don't just send emails.
- I build systems that work.



# MY SKILLS & EXPERTISE

EMAIL STRATEGY;  
Execution &  
Optimization

EMAIL MARKETING  
STRATEGY

EMAIL COPYWRITING

CUSTOMER  
JOURNEY MAPPING

AUTOMATION  
WORKFLOWS

LAUNCH CAMPAIGN  
PLANNING

A/B TESTING

LEAD NURTURE  
SEQUENCES

SEGMENTATION &  
TAGGING

DELIVERABILITY  
OPTIMIZATION

SAAS ONBOARDING  
FLOWS

# MY SKILLS & EXPERTISE

*My other skills you can  
take advantage of...*

**CUSTOMER  
SUPPORT**

**SALES STRATEGY &  
REVENUE GROWTH**

**CONTENT  
STRATEGY**

**CONTENT  
MARKETING**

**PHOTOSHOP &  
CANVA**

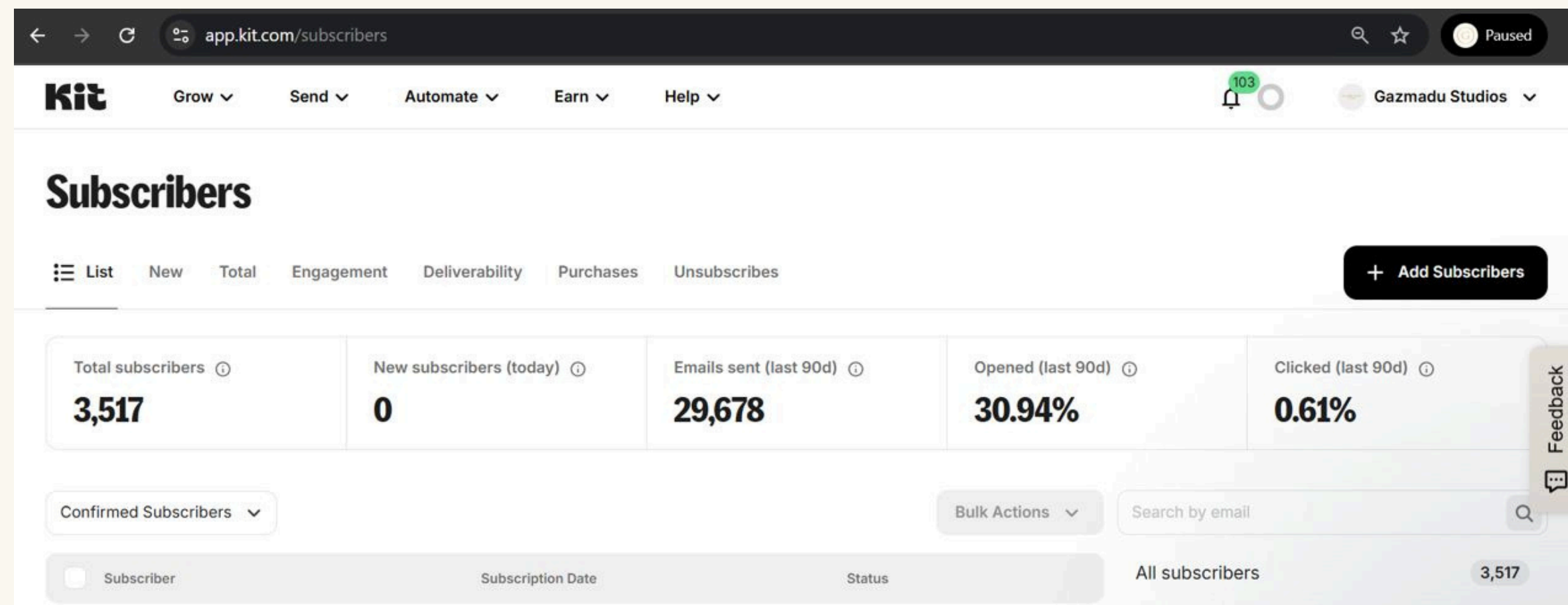
**CALENDAR  
MANAGEMENT**

**CRM| ZOHO,  
KLAVIYO**

**PROPOSAL WRITING  
AND DESIGN**

# MY PROJECTS

## EMAIL PLATFORM MANAGEMENT



I managed the Email Marketing Platform of a client on ConvertKit. I optimized the deliverability by generated unique email newsletters, designs and solidified the brand tone for my client. I acheived a over 30% open rate and 0.60% click rate.

[BACK TO AGENDA](#)

# MY PROJECTS

## EMAIL MIGRATION AND CLIENT SEGMENTATION

| ▼ All Tags                                            |       |   | + |
|-------------------------------------------------------|-------|---|---|
| <input type="checkbox"/> 0 selected                   |       |   |   |
| <input type="checkbox"/> ALL CONTACTS                 | 1,676 | : |   |
| <input type="checkbox"/> ALL ENQUIRIES                | 70    | : |   |
| <input type="checkbox"/> APPOINTMENT CALENDAR SCHE... | 162   | : |   |
| <input type="checkbox"/> BOI                          | 0     | : |   |
| <input type="checkbox"/> Female Clients               | 252   | : |   |
| <input type="checkbox"/> GAZMADU CLIENT               | 543   | : |   |
| <input type="checkbox"/> GAZMADU TEAM                 | 4     | : |   |
| <input type="checkbox"/> HE MATTERS                   | 24    | : |   |
| <input type="checkbox"/> INQUIRIES                    | 230   | : |   |
| <input type="checkbox"/> LADY BOSS 4 WAITLIST         | 160   | : |   |
| <input type="checkbox"/> LADY BOSS 7.0 (WAITLIST)     | 77    | : |   |
| <input type="checkbox"/> LB Portraits 5.0 (Waitlis... | 273   | : |   |
| <input type="checkbox"/> LB Portraits 6.0 (Waitlis... | 91    | : |   |

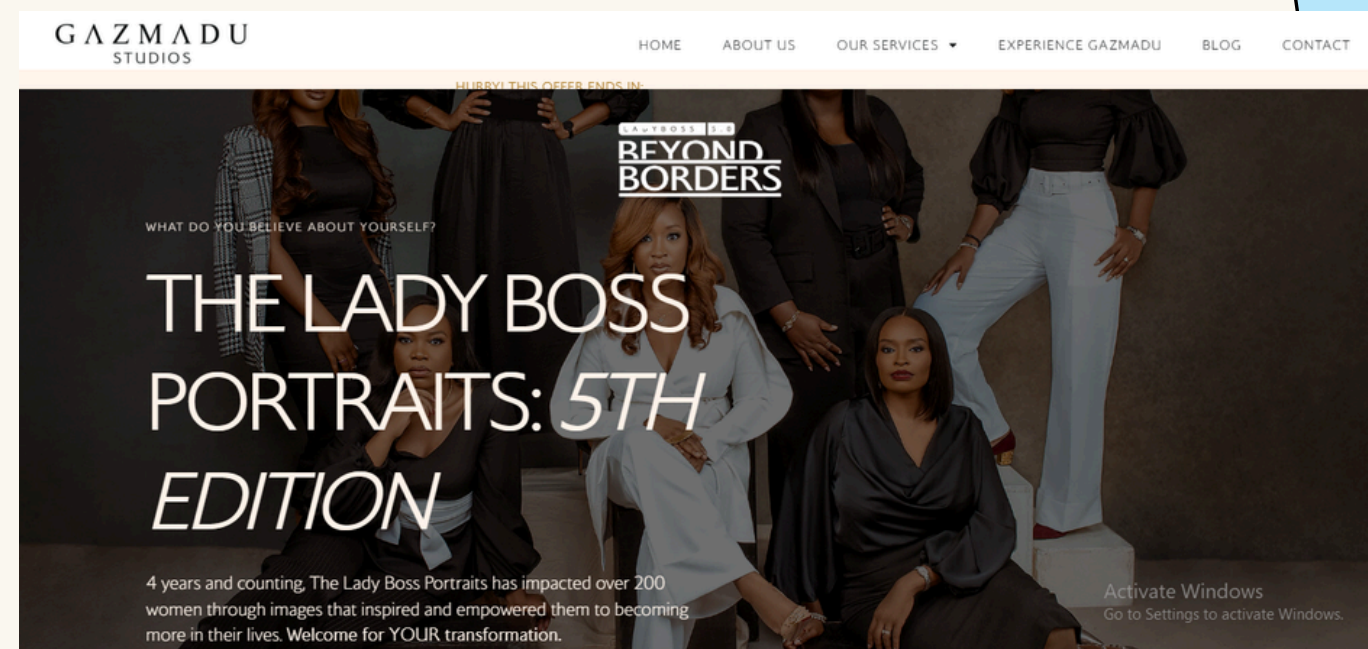
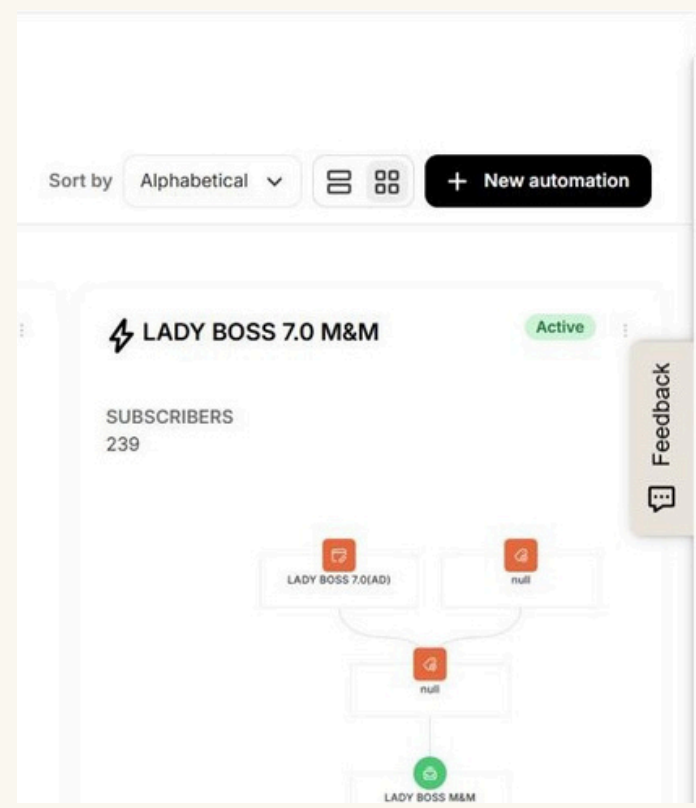
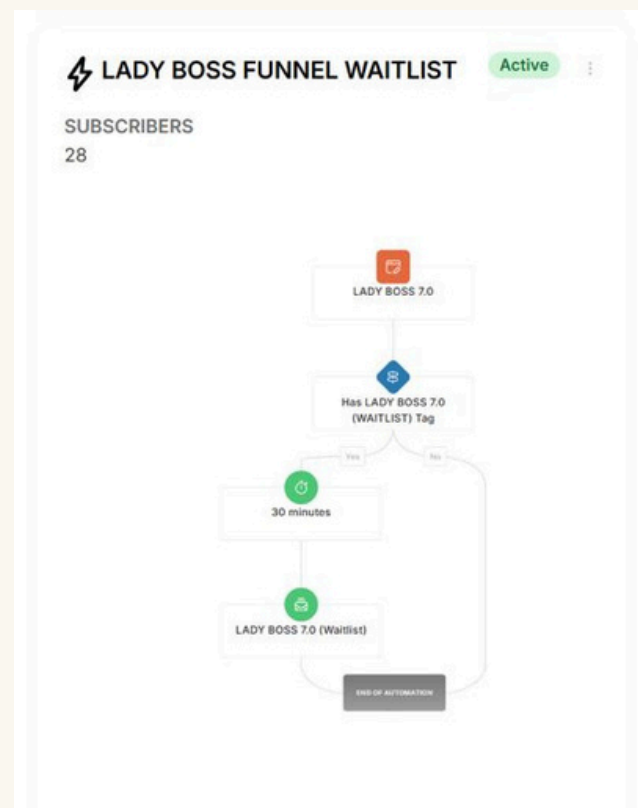
|                                                       |     |   |
|-------------------------------------------------------|-----|---|
| <input type="checkbox"/> LB Portraits 5.0 (Waitlis... | 273 | : |
| <input type="checkbox"/> LB Portraits 6.0 (Waitlis... | 91  | : |
| <input type="checkbox"/> LB R CLIENT                  | 29  | : |
| <input type="checkbox"/> LUKEWARM LEADS               | 190 | : |
| <input type="checkbox"/> Male Clients                 | 3   | : |
| <input type="checkbox"/> NEW TECH                     | 84  | : |
| <input type="checkbox"/> PRODUCTION                   | 184 | : |
| <input type="checkbox"/> REFERRALS                    | 1   | : |
| <input type="checkbox"/> SHERISES RSVP                | 51  | : |
| <input type="checkbox"/> SHERISES '25                 | 86  | : |
| <input type="checkbox"/> TECH WEBINAR                 | 334 | : |
| <input type="checkbox"/> WARM LEADS                   | 184 | : |
| <input type="checkbox"/> Welcomed                     | 0   | : |
| <input type="checkbox"/> WIMBIZ                       | 223 | : |
| <input type="checkbox"/> WIMBIZ '24                   | 72  | : |
| <input type="checkbox"/> WIMBIZ '25                   | 65  | : |

[BACK TO AGENDA](#)

I successfully migrated over 3,000 contacts from MailChimp to COnvertkit, while ensure subscribers were segmented

# MY PROJECTS

## CAMPAIGN MANAGEMENT FOR THE LADYBOSS CAMPAIGN



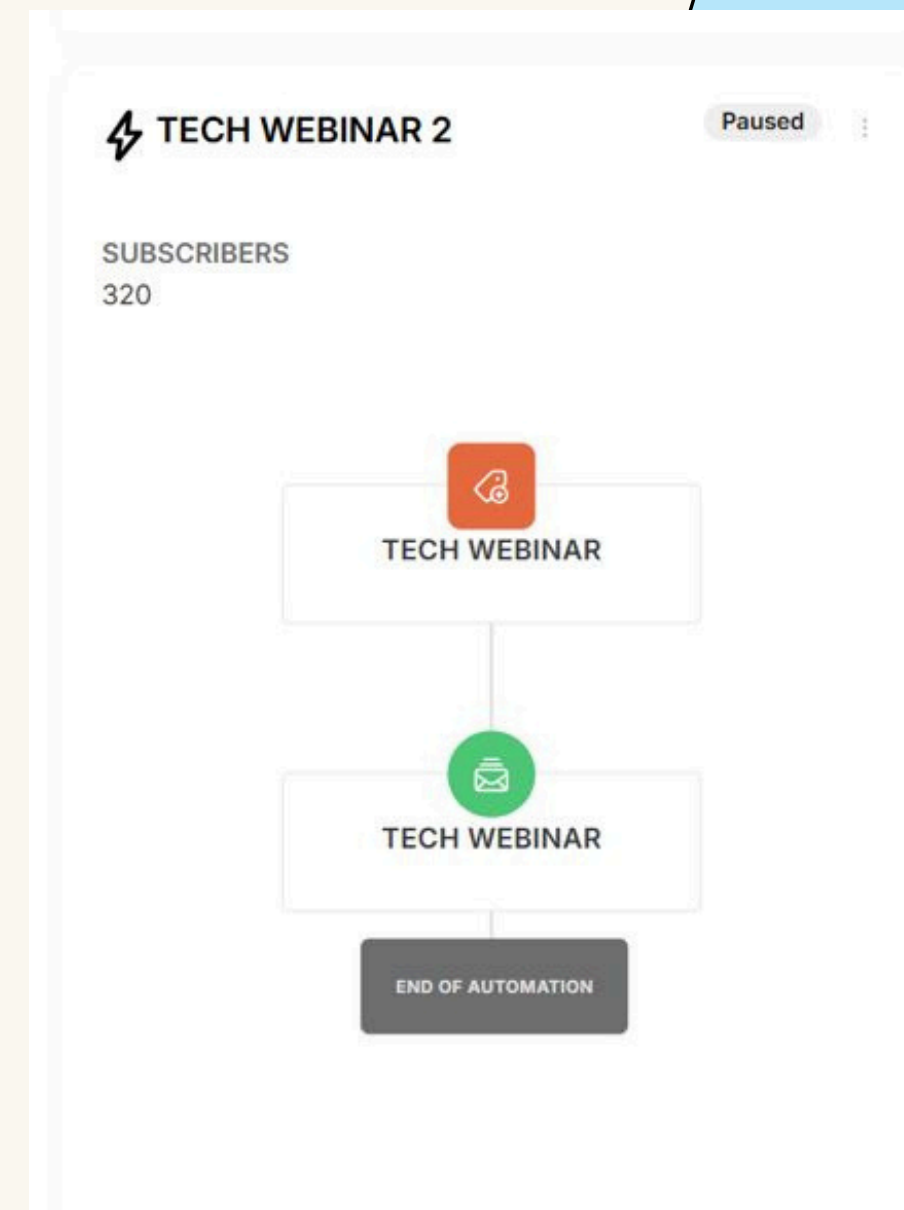
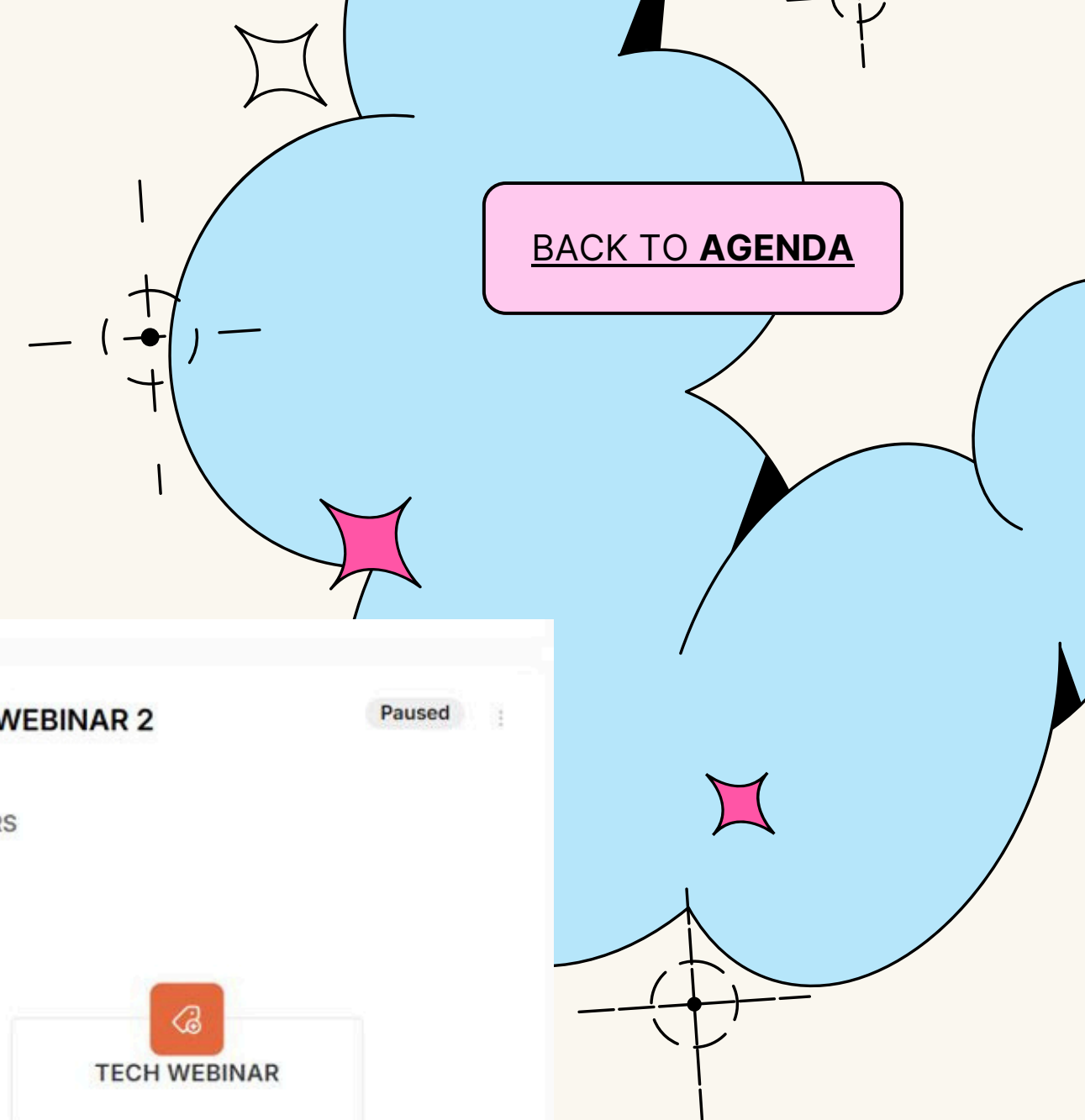
I successfully managed The Lady Campaign for 5 years. I handling Email Marketing, Social Media Marketing, and Lead Generation Campaigns. Reaching over 70,000 women, and generation over 1000 qualified leads. I also converted using closing strategies and generated revenue of close to \$50,000

[BACK TO AGENDA](#)

# MY PROJECTS

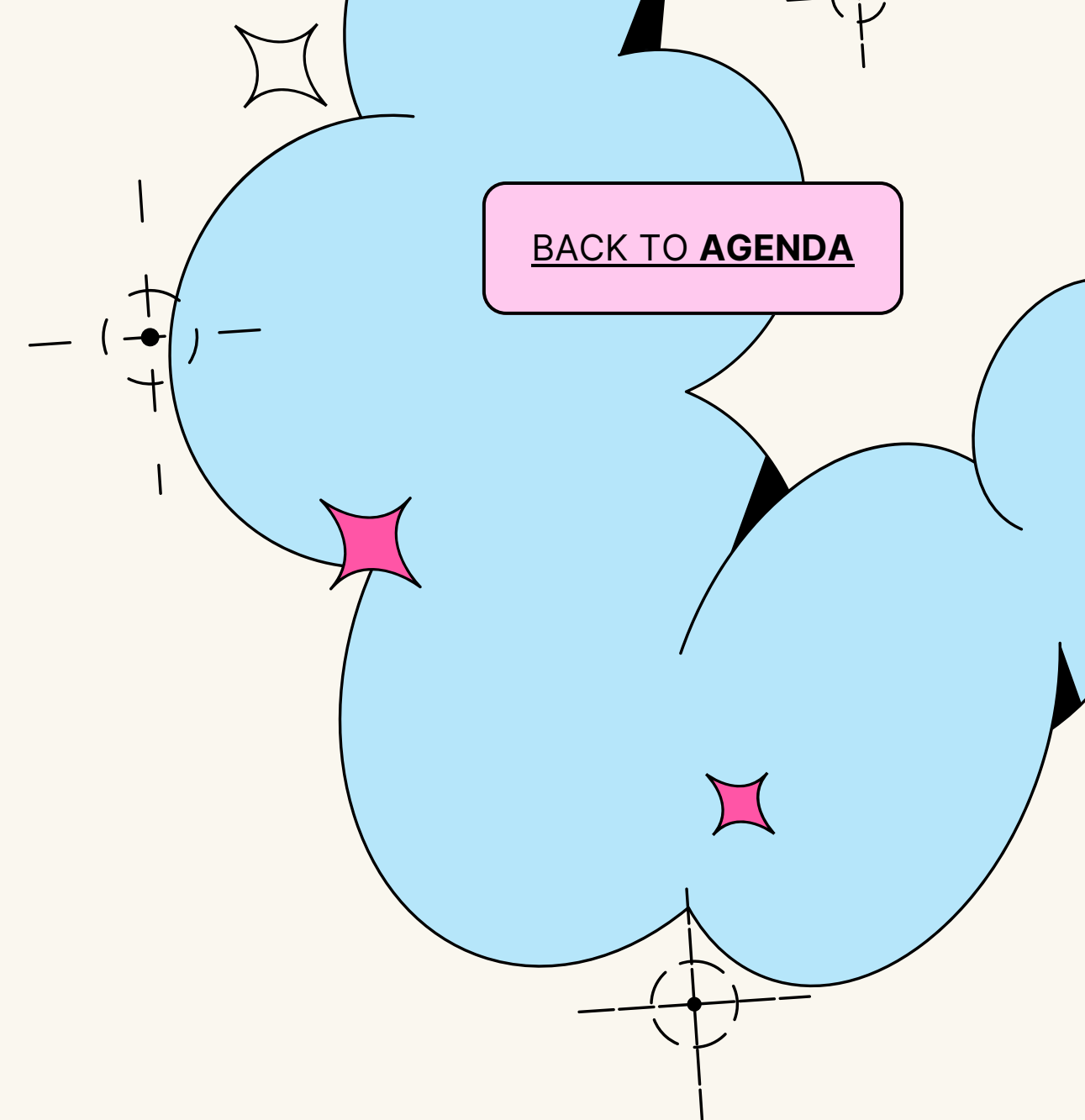
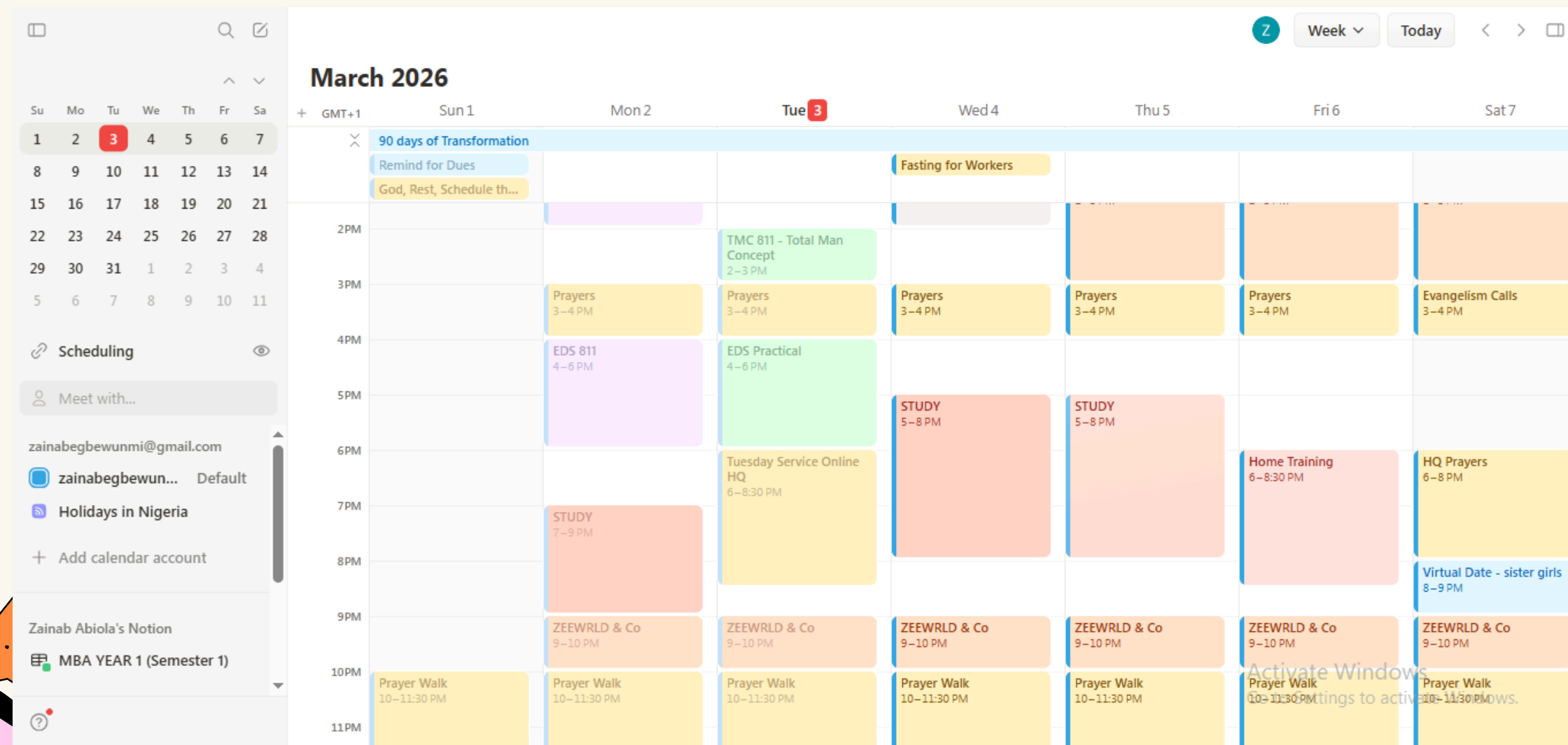
WEBINAR SETUP, EMAIL SEQUENCE AUTOMATION  
AND FACILITATION

I successfully organized The Tech Webinar in 2024, hosted over 50 attendees. I handled the end-to-end campaign management, from creating the landing page, generating lead generation emails, the post conference emails.



# MY PROJECTS

## CALENDAR MANAGEMENT



I seamlessly managed this calendar to prevent scheduling conflicts and I ensured an organized event flow. I also set reminders for upcoming tasks to ensure none are missed or overlooked.

# MY TOOLS

TOOLS HAVE PROFICIENCY IN ,  
HOWEVER I'M OPEN TO LEARNING MORE

## FOODS THAT MAKE ME HAPPY

Kit

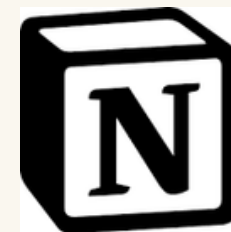
klaviyo

mailchimp

Google Workspace



Microsoft 365



Trello

Calendly



CRM



## WHAT CLIENTS SAY ABOUT ME

"Zainab A. worked with Temispire on client projects and was exceptional. She adapts quickly, learns new skills fast, and can contribute across different areas. She even learned website development and delivered a site for a client seamlessly"

**TEMILOLUWA GBOLAHAN**





**READY TO TURN YOUR EMAIL LIST INTO  
REVENUE?**

LET'S BUILD AN EMAIL SYSTEM THAT WORKS.

✉ Zainabegbewunmi@gmail.com

in @ZainabEgbewunmi

☎ +234 902 8138 521