

Ivan du Plessis

Email Marketing & Lead Generation | 📍 Southeast Asia-based | Open to APAC & EMEA Time Zone Roles
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PROFESSIONAL SUMMARY

Data-driven Email Marketing & Lead Generation Specialist with experience building and scaling cold outreach systems for digital agencies, generating \$70k+ in campaign revenue. Skilled in list sourcing, copywriting, deliverability setup, and campaign optimization using Instantly. Seeking a remote role to consistently generate qualified leads and booked calls.

WORK EXPERIENCE

Digital Biz Leads

Atlanta, GA + Miami, FL

Marketing Operations | Email Campaign Support Specialist

Jan 2023 – Present

- Supported multiple agency clients by designing and optimizing nurture sequences and automation workflows inside GoHighLevel and ActiveCampaign.
- Assisted Meta Ads teams with follow-up email flows, improving lead-to-appointment conversion by 28%.
- Conducted research to refine audience targeting, testing message angles based on niche trends (fitness, dental, Forex, and info products).
- Maintained clean contact databases, executed weekly A/B tests, and tracked open/reply rates to optimize campaign performance across clients.

She Reigns Creative

New York, NY + California, CA

Cold Email Marketing | Lead Generation Specialist

Jul 2022 - Dec 2022

- Launched and managed cold email campaigns to 10,000+ prospects using Instantly, achieving a 5% reply rate and over \$72,000 in generated revenue within six weeks.
- Built segmented prospect lists, performed data cleaning and validation, and configured DKIM, SPF, and inbox rotation for high deliverability across multiple domains.
- Developed and tested multi-step email sequences with varied subject lines, CTAs, and offers—boosting conversion rates by 35%.
- Handled inbox management, responded to all inbound interest, and booked qualified appointments for the agency's sales team.
- Created an internal FAQ and response template swipe file to streamline future outreach and improve reply handling time by 40%.

Whatagraph

Vilnius, Europe

Account Executive / Tech Support

Jan 2022 - June 2022

- Delivered SaaS demos and onboarding calls with marketing agencies across APAC, demonstrating software that automated client performance reporting.
- Gained firsthand experience with marketing metrics, deliverability reporting, and automation tools such as Salesforce, Intercom, and Zendesk.
- Managed post-sales support tickets and maintained a 100% satisfaction rating through fast resolution and proactive client communication.

Kitchen Bedroom Gallery (family business)

Johannesburg, South Africa

Sales Manager | Marketing Operations Specialist

Jan 2010- Dec 2021

- Managed sales operations and oversaw marketing campaigns across 10 showrooms, driving a 25% year-over-year revenue increase.
- Implemented customer database segmentation for follow-up campaigns, improving retention and referral sales.
- Created SOPs for sales scripts and client communication that standardized outreach efforts company-wide.

SKILLS & SYSTEMS

- **Email Marketing & Automation Tools:** *Instantly.ai, Mailshake, Lemlist, ActiveCampaign, Woodpecker, Gmail Warmup, Google Workspace*
- **Technical & Deliverability:** Domain Setup (DKIM, SPF, DMARC), Inbox Rotation, List Cleaning & Validation, Deliverability Monitoring, Email Warmup, Tracking & Analytics
- **Marketing & CRM Systems:** ClickFunnels, WordPress, Elementor Pro, Pipedrive, Zapier, Trello, Slack, Asana, Notion
- **Core Competencies:** Cold Email Strategy • Copywriting & Sequence Development • Campaign Optimization • Lead Nurture Flows • A/B Testing • Reporting & Analytics • CRM Automation • Audience Segmentation
- **Soft Skills:** Analytical Thinking • Creativity • Problem-Solving • Attention to Detail • Clear Written Communication • Time Management • Collaboration