Vanessa Barron

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SUMMARY

Email and SMS marketer and copywriter who builds automated flows, runs A/B tests, and writes copy that gets clicked. Five years across email, SMS, social, and editorial content, with a focus on turning subscriber data into revenue.

SKILLS & TOOLS

Marketing: Email and SMS flows, campaign strategy, A/B testing, copywriting, list growth, social media
Tools: Klaviyo, Attentive, Canva, Google Analytics, Shopify, WordPress, Framer, Google Workspace, Slack

EXPERIENCE

Email & SMS Marketing Specialist and Copywriter
Jan 2026 – Present

Singular Sound, Remote

- Built Klaviyo email flows that brought in $65K since April 2026, including $45K from the welcome series; proposed bringing back the 10% sign-up offer to lift flow revenue
- Grew automated journey revenue 40% year over year (January–September), reaching 72% of email and SMS revenue
- Drove $279K in SMS journey revenue in 2026, up 21.5% on the same period last year
- Run an ongoing A/B test on coupon timing in cart abandonment emails, with smart sending on for every email
- Led migration to Klaviyo for email while managing Attentive for SMS, running 60+ campaigns since January and growing the email list by 1,850+ net contacts
- Building COB, an automated creator outreach system that scores YouTube creators, drafts outreach, and tracks deals, with Slack approval for anything involving money
- Created and manage Gear Tribune, a music and tech blog built in Framer, and write for the Shopify blog

Freelance Writer & Editor
Nov 2023 – Sep 2026

Tasting Table (Static Media), PAN M 360, Pacston Technologies

- **Tasting Table** (Mar 2025 – Feb 2026, Jun – Sep 2026): wrote 52 food and culture articles, syndicated on Yahoo using the publication's CMS and Getty Images
- **PAN M 360** (Oct – Dec 2024): wrote concert reviews for a Montreal music publication
- **Pacston Technologies** (Nov 2023 – Jul 2024): edited and proofread petition letters for National Interest Waivers, earning a 4.8/5.0 quality rating

Social Media Coordinator
Jul 2022 – Aug 2023

Talent.com, Montreal, QC

- Crafted LinkedIn content that drove a 40% follower increase
- Created and followed a content calendar, resulting in 15% engagement growth across platforms
- Launched the company's TikTok and Instagram pages

Staff Writer
Jul 2021 – Jun 2022

Secret Media (a Fever company), Remote

- Pitched and wrote 8–10 weekly articles for Boston Uncovered featuring Fever events, and ran the blog's Instagram and Facebook pages

EDUCATION

Bachelor of Arts: English, Cultural Studies concentration
Sept 2017 – May 2021

McGill University, Montreal, QC

- Graduated with distinction. Minors in History and Art History