| **Valeriy Benidze** 59 Fountain St Unit 404 Framingham, MA 01702 603-315-3829 [val@benidze.com](mailto:val@benidze.com) [ValeriyBenidze.com](https://valeriybenidze.com) [linkedin.com/in/valeriybenidze](https://linkedin.com/in/valeriybenidze) | **ABOUT**  As an accomplished postmaster and authentication specialist, I thrive in rapidly evolving and challenging environments. I have a deep expertise in email marketing, deliverability, and data analysis; complemented by a robust technical skill set. I excel in every aspect of my work with a passion for fostering collaboration and delivering top-tier services. |
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**SKILLS & EXPERTISE**

| * **Email Marketing & Deliverability** * **CRM:** Dynamics, HubSpot, and Salesforce. * **Data Analysis:** Amplitude, Datadog, SendGrid, Snowflake, and Rapid7. * **People Management:** Expert in building and directing high-performing teams, developing workflows, and fostering collaboration. * **Client Facing Support:** 14+ years of experience providing world-class technical services in B2B SAAS. | * **Technical:**   + Atlassian: Jira, Trello, Confluence   + Microsoft 365   + API   + TCP/IP   + SMTP (Outlook, Thunderbird)   + **Webmail:**  Exchange Online, Gmail.   + **CMS:** Drupal, Joomla, WordPress   + S/FTP & SSH   + HTML & CSS, SQL   + AI Chatbot |
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| **Current Role ZoomInfo Email Deliverability Manager III  Technical Implementations** Waltham, MA Nov 2023 – Current [Experience & Role History](http://linkedin.com/in/valeriybenidze) | **Role Description:** Ultimate authority on client-facing domain-based systems. Translate client marketing requirements into specific systems, applications, or process designs for extensive complex technology solutions and integrate domain-based architecture. |
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**Key Responsibilities:**

| * Pre-Sales Solutions Architect   + Knowledge expert for ZoomInfo's Email automation platforms.     - Engage     - ZI Sales Integrated Email     - Copilot Email * Educate clients on email marketing best practices, including:   + List segmentation techniques for targeted campaigns.   + Strategies for managing graymail, reducing email fatigue, and list sunsetting.   + Effective content writing principles to engage subscribers.   + Methodologies for crafting compelling subject lines and CTAs to drive action. * Collaborate with product managers and engineering teams to innovate and enhance ZoomInfo's product portfolio. * Facilitate the development of live webinars focused on deliverability and email marketing, actively engaging in Q&A sessions during the live broadcasts. | * Administrator: OKTA, ZoomInfo Engage Backoffice, Twilio, Mailgun, Validity. * Serve as the primary point of contact for all client-facing email concerns. * Analyze non-delivery and SMTP reports to troubleshoot delivery rejections. * Utilize SQL to generate custom bounce reports using Snowflake platform. * Implement DMARC scaling strategies to improve email security. * Provide domain and IP reputation warming services to optimize deliverability. * Ensure authentication alignment by configuring SPF, DKIM, BIMI, and PTR records. * Monitor and report client email activity, including blacklists and reputation metrics. * Identify and address spam traps, and assess authentication pass/fail rates for improved email performance. * Enabling internal stakeholders and clients on email deliverability best practices. * Provide comprehensive compliance consultation, covering regulations like GDPR, CAN-SPAM, and CASL. |
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| **EDUCATION**  **Bachelor of Arts in Digital Modeling and Design,**  University of Advancing Technology (UAT), 2007-2010  **General Studies,**  NHTI Community College, 2005-2007 | **CERTIFICATIONS & AWARDS**   * [HubSpot Email Marketing Certification](https://app.hubspot.com/academy/achievements/1tffc0xs/en/1/valeriy-benidze/email-marketing) * [Klaviyo Deliverability Certified](https://verify.skilljar.com/c/o2waf95c39ag) * [ZoomInfo Sales Certification](https://www.credly.com/badges/bf0df040-ee83-4fb7-b62a-8544e1a1d8fb/public_url) * [ZoomInfo Engage Certification](https://www.credly.com/badges/1ff71a76-c959-4a6f-8898-9b309b7501a6/public_url) * [Udemy Email Deliverability 2024: Best Practices & Tactics](https://www.udemy.com/certificate/UC-9cff91de-4827-4689-b985-5e439efa0692/) * 2014 & 2015 GoDaddy Luminary Recipient |
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