| **Valeriy Benidze**59 Fountain StUnit 404Framingham, MA 01702603-315-3829val@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 RoleZoomInfoEmail 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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