

Valeriy Benidze

59 Fountain St
Unit 404
Framingham, MA 01702
603-315-3829
val@benidze.com
ValeriyBenidze.com
linkedin.com/in/valeriybenidze

ABOUT

Thank you for your time and consideration. I am an accomplished technical implementations manager & integrations expert seeking new opportunities. My 14-year history of excellence is thanks to an indomitable drive for personal growth. I am skilled in email & hosting, deliverability, and marketing; complemented by a robust set of technical skills.

SKILLS & EXPERTISE

Highlights

- 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 Services:** 14+ years of experience providing world-class technical & engagement services in B2B SAAS environments.

Focus:

- o Atlassian: Jira, Trello, Confluence
- o Microsoft 365
- o API
- o TCP/IP
- o SMTP & Webmail
- o CMS: Drupal, Joomla, WordPress, WIX, Squarespace
- o S/FTP & SSH
- o HTML & CSS
- o SQL
- o AI Chatbot

Role & Employer

ZoomInfo Technologies Inc.
Email Deliverability Manager III
Technical Implementations
Waltham, MA Nov 2023 – Current
[Experience & Role History](#)

Role Description: Authority on client-facing systems. Resolve hurdles in clients' marketing & engagement. Calibrate domain-based architecture, API integration, or process designs to optimize client Go-To-Market strategies.

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.

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](#)
- [Klaviyo Deliverability Certified](#)
- [ZoomInfo Sales Certification](#)
- [ZoomInfo Engage Certification](#)
- [Udemy Email Deliverability 2024: Best Practices & Tactics](#)
- 2014 & 2015 GoDaddy Luminary

