

## Valeriy Benidze

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## 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.

## SKILLS & EXPERTISE

### Email Marketing & Deliverability:

- Master of authentication & DNS (SPF, DMARC, DKIM, PTR, BIMI, & all record types)
- Compliance (GDPR, CASL, CAN-SPAM), HTML & CSS.
- Email platforms (POP, IMAP, Exchange, GSuite, SMTP, Webmail).
- Hetrixtools, Mailgun Send, Everest by Validity, MXToolbox.
- ESP (Mailchimp, Constant Contact, GoDaddy, Mad Mimi, Pardot, ZoomInfo)
- Template Design, Automation & Drip Campaigns, Contact Segmentation, Analytics, & Graymail strategy.

### CRM:

- Dynamics, HubSpot, and Salesforce.

### Data Analysis:

- Amplitude, Datadog, SendGrid, Snowflake, and Rapid7.
- SQL

### Technical:

- Adobe Illustrator, Photoshop, and After Effects;
- Atlassian: Jira, Trello, Confluence
- Microsoft 365: Exchange, Outlook, Office, Teams, Sharepoint, Azure
- Ada chatbot administration
- Twilio
- TCP/IP
- SMTP (Outlook, Thunderbird)

- Webmail (GoDaddy, Roundcube, SquirrelMail, Exchange Online)
- Web Hosting (Dedicated, Shared, Cloud, VPS)
- CMS (Drupal, Joomla, WordPress)
- API
- S/FTP & SSH
- HTML & CSS

**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.

**Other Skills:**

- Product implementation, project planning, root cause analysis, sales enablement, and marketing automation.

## EXPERIENCE

### ZoomInfo

**Email Deliverability Manager III –Technical Implementations**

Waltham, MA Nov 2023 – Current

**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. Acts as an advocate for the client as the ultimate authority on the architecture designed to address client business problems. Provides direction for design activities.

### Previous Positions:

**Team Lead, Integrations - Tier 2**

Waltham, MA Dec 2022 - Nov 2023

**Team Lead, Integrations**

Waltham, MA Jul 2021 - Dec 2022

**Integrations Support Specialist II**

Waltham, MA Nov 2020 - Jul 2021

**Customer Solutions Analyst**

Waltham, MA Nov 2019 - Nov 2020

### Current Responsibilities:

- Senior postmaster directing reactive, and proactive services for clients with deliverability concerns.
- Analyze non-delivery and SMTP reports.
- Proactively monitor client email outreach, including blacklists, spam traps and authentication alignment.
- Oversee and direct client Domain and IP Reputation Warming
- Knowledge expert for ZoomInfo's Email sending and automation platforms.
- Enable internal contributors and clients with email deliverability best practices
- Compliance consultation, including GDPR, CAN-SPAM, and CASL.
- Join forces with product managers and engineering to develop enhancements to ZoomInfo's product offerings.
- Author and moderator:
  - ZoomInfo University's email deliverability certification course.
  - ZoomInfo's weekly email deliverability Live Webinar.
- Administrator: OKTA, ZoomInfo Engage, Twilio, Mailgun, Validity.

## **Constant Contact**

### **Engagement Specialist**

Waltham, MA Apr 2018 - Jan 2019

- Educated clients in practical email template design and deliverability best practices, including GDPR, CAN-SPAM, and CASL.
- Analyzed and translated analytics for targeted marketing strategies.

## **GameStop**

### **Assistant Store Manager**

Waltham, MA Jan 2017 - May 2018

- Directed day-to-day operations, including customer relations, sales, inventory management, shipments, and store planogram.
- Implemented strategies to accomplish monthly metrics.

## **GoDaddy Inc**

### **Sales & Support Consultant**

Tempe, AZ Jun 2011 - Jan 2017

- Sold, implemented, and provided technical support for GoDaddy's full suite of over 76 digital products and services, including domain names, email, web hosting, cloud storage, website design, and small business online marketing tools.
- Educated and supported clients with SEO & SEM best practices, and email deliverability best practices, including DNS, email marketing, HTML & template styling, CAN-SPAM, and CASL.
- Knowledge Expert and top-performing individual contributor; consistently ranking within the top 5-10% in new product sales, and customer satisfaction year-to-year.

## 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 Recipient