Valeriy Benidze

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# SUMMARY

Seasoned Email Deliverability Specialist with 14+ years of experience in B2B and B2C SaaS, specializing in optimizing email performance, managing complex projects, and driving cross-functional collaboration. Adept at implementing strategic solutions to enhance deliverability, ensure compliance, and exceed KPI benchmarks.

## CORE COMPETENCIES

* DNS, Email Systems & Deliverability
* Investigation & Root Cause Analysis (RCA)
* SaaS & Integrations
* Communication & Collaboration
* Client Services
* Team Leadership

## WORK EXPERIENCE

| ZoomInfo | **Waltham, MA** |
| --- | --- |
| Email Deliverability Manager III | Nov. 2023 – Current |

* Team founder and senior knowledge expert.
* Develop and implement team workflows to optimize efficiency and performance.
* Onboard new team members.
* Enable internal teams on best practices to support company-wide initiatives.
* Guide clients through warming journeys during their onboarding phase.
* Track & analyze Copilot AI email metrics and report utilization data to account owners.
* Assist in resolving blocklisting, and ESP suspensions.
* Partner with clients and internal stakeholders to navigate deliverability roadblocks.
* Utilize SQL to develop and deliver customized reports, including detailed delivery metrics to clients, and internal stakeholders.
* Author and QA moderator of ZoomInfo’s deliverability webinar.
* Author internal, and client-facing deliverability documentation.
* Postmaster Administration. Monitoring, and optimizing email deliverability through platforms like SendGrid, Mailgun, and Validity.

| Lead, Integrations Support - Tier II | Dec. 2022 – Nov. 2023 |
| --- | --- |
| Lead, Integrations Support | Jul. 2021 - Dec. 2022 |

* Oversaw the Engage, Chorus, and Neverbounce support teams.
* Provided coaching and direction to individual contributors.
* Conducted regular performance evaluations.
* Developed and implemented support processes and workflows.
* Primary escalation point for high-priority and complex client issues.
* Authored the internal support manuals for Engage, and Neverbounce.
* Postmaster Administration. Monitoring, and optimizing email deliverability through platforms like SendGrid, and Mailgun.

| Integrations Support Specialist II | Nov. 2020 – Jul. 2021 |
| --- | --- |

* Provided advanced technical support for ZoomInfo integrations with 3rd party platforms
such as Salesforce, HubSpot, Marketo, Outreach, and SalesLoft.
* Acted as a liaison and first line of support for the engineering team, managing and resolving issues proactively to streamline workflows and minimize escalation.
* Conducted client training sessions on integration features and best practices.
* Black-box tested platform new launches and updates.
* Documented and built a knowledge base for internal teams.

| Client Solutions Specialist |  Nov. 2019 – Nov. 2020 |
| --- | --- |

* Provided technical support for customers, addressing product-related inquiries and resolving technical issues.
* Assisted clients with troubleshooting data integrations and application configurations.
* Collaborated with the Onboarding and Account Management teams to ensure a smooth customer experience during the setup process.
* Documented common customer issues and solutions, contributing to the internal knowledge base.
* Identified potential product enhancements based on customer feedback and communicated insights to the product team.

| Constant Contact | **Waltham, MA** |
| --- | --- |
| Engagement Specialist | Apr. 2018 – Jan. 2019 |

* New user onboarding & implementation.
* Provided expert guidance on authentication, compliance, and content best practices.
* Reviewed client email utilization and identified areas of improvement.
* Conducted product demonstrations and training sessions.
* Resolved HTML and CSS issues and implemented custom modifications to meet specific client requirements.

| GoDaddy | **Tempe, AZ** |
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| Client Chat Support Specialist | Feb. 2015 – Jan. 2017 |
| Sales and Support Specialist | Jun. 2011 – Feb. 2015 |

* Diagnosed and resolved website, email setup, DNS configuration, and hosting environment issues while providing step-by-step guidance to customers.
* Identified customer business needs to upsell and cross-sell products and services.
* Educated customers on web design, email, DNS, SEO & SEM best practices.
* Maintain up-to-date knowledge of product offerings and their application.
* Awarded Luminary Awards consecutively in 2014, 2015, and 2016 for achieving the highest sales targets and customer satisfaction scores.

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## LANGUAGES

* English (Native Bilingual)
* Russian (Listen Native / Speak High Intermediate )

## EDUCATION

| **University of Advancing Technology (UAT)** | **Tempe, AZ** |
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| Bachelor of ArtsDigital Modeling and Design | 2007 – 2010 |

## Applicable Skills

| Technical:* Email Deliverability
	+ SendGrid, Validity, DMARC Monitoring, Mailgun
* Salesforce Marketing Cloud (SFMC)
* SQL & Data Reporting
	+ Snowflake, Rapid7, Datadog
* HTML & CSS
* API Integration
* SaaS Integrations
* JIRA & Workflow Management
* WordPress & Website Management
* CMS
	+ HubSpot, Salesforce, Sharepoint
* Adobe Suite
* Microsoft 365 & Azure
 | Analytical & Operational:* Root Cause Analysis (RCA)
* Process Improvement & Optimization
* KPI Tracking & Data-Driven Insights
* Quality Assurance (QA) & Testing
* Utilization Analysis

Client & Team:* Leadership & Coaching
* Stakeholder Collaboration
* Technical Documentation & Training
* Client Enablement, Implementation & Onboarding
* Conflict Resolution
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