

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.

Waltham, MA

Constant Contact

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.

Tempe, AZ

GoDaddy

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

Bachelor of Arts

2007 – 2010

Digital Modeling and Design

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,

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

Sharepoint

- Adobe Suite
- Microsoft 365 & Azure

- Conflict Resolution