

# 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 and Deliverability
- Investigation and Root Cause Analysis (RCA)
- SaaS and Integrations
- Communication and Collaboration
- Client Services
- Team Leadership

## WORK EXPERIENCE

### ZoomInfo

#### Email Deliverability Manager III

**Waltham, MA**

Nov. 2023 – Current

- Team founder, leader, and senior knowledge expert.
- Develop and implement team workflows and KPIs.
- Conduct ongoing research into email deliverability trends to ensure the organization remains ahead of evolving best practices.
- Onboard and train new team members.
- Enable internal teams on email best practices.
- Author Deliverability Technical Documentation and Webinars
- Lead Domain/IP reputation-warming initiatives
- Track and analyze sender metrics and report utilization data to account owners.
- Assist in resolving blocklisting, and ESP suspensions.
- Develop Dashboards to track sender metrics and identify non-compliant user behavior.

- Utilize SQL to deliver customized reports, including detailed delivery metrics to clients, and internal stakeholders.
- Postmaster Administration for SendGrid, Mailgun, and Validity.

## **Lead, Integrations Support - Tier II**

Dec. 2022 – Nov. 2023

## **Lead, Integrations Support**

Jul. 2021 - Dec. 2022

- Built and led the support team for the Engage product, creating standardized workflows, KPIs, and escalation paths with Product and Engineering.
- 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 and 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 Support Specialist

Feb. 2015 – Jan. 2017

### Sales and Support Specialist

Jun. 2011 – Feb. 2015

- Diagnosed and resolved website, email setup, DNS configuration, and web hosting issues.
- Identified customer business needs to upsell and cross-sell products and services.
- Educated clients on web design, email, DNS, SEO, and 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

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# Applicable Skills

## Technical:

- Email Deliverability
  - SendGrid, Validity, DMARC Monitoring, Mailgun
- SQL and Data Reporting
  - Snowflake, Rapid7, Datadog
- Web Hosting and DNS
- API Integration
- SaaS Integrations
- Workflow Management Tools
  - Atlassian Suite (JIRA, Confluence).
- Web Development and Optimization
  - WordPress, HTML, CSS, Javascript
- CMS
  - HubSpot, Salesforce, Sharepoint
- Adobe Creative Suite
- Microsoft 365 and Azure
- Sales Enablement Automation
- Email Marketing
  - Constant Contact, Mailchimp, Klaviyo, Salesloft, Engage, ZoomInfo, Outreach, Salesforce Marketing Cloud (SFMC)

## Analytical and Operational:

- Root Cause Analysis (RCA)
- Process Improvement and Optimization
- Quality Assurance (QA) and Testing
- User Utilization Analysis
- Foresight Research

## Client and Team:

- Leadership and Coaching
- Stakeholder Collaboration
- Technical Documentation and Training
- Client Enablement, Implementation, and Onboarding
- Conflict Resolution
- Escalation Management
- Team Building