Valeriy Benidze

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SUMMARY

Email Deliverability & Marketing Operations Specialist with over 14 years of experience in email infrastructure, compliance, SaaS platform integrations, and client enablement. Expert in optimizing sender performance, solving deliverability issues, and building workflows that empower marketing teams. Adept at bridging email programs' technical and strategic sides to ensure scalable, compliant, and high-performing campaigns. Proven success in leading cross-functional initiatives across CX, Product, and Engineering teams.

CORE STRENGTHS

- DNS, Email Systems and Deliverability

- Investigation and Root Cause Analysis (RCA)

- SaaS and Integrations

- Communication and Collaboration

- Client Services

- Team Leadership

WORK EXPERIENCE

ZoomInfo - Waltham, MA

Email Deliverability Manager III: Nov. 2023 – Current

- Led organizational efforts to improve clients' sender reputation, implement inbox placement strategies, and maintain domain health.

- Created technical documentation and client-facing webinars on best practices — including ZoomInfo's top-performing webinar of 2024.

- Built dashboards to track delivery metrics and identify behavioral flags using SQL, Snowflake, and

internal tools.

- Acted as Postmaster Admin for SendGrid, Mailgun, and Validity; monitored blacklists, feedback loops, and bounce classifications.

- Advised clients on deliverability, optimization and compliance.

- Managed operational workflows and metrics.

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 person for high-priority and complex client issues.

- Authored the internal support manuals for Engage, and Neverbounce products.

- Acted as Admin for SendGrid, Mailgun, and Twilio.

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 teams cross-functionally to ensure smooth customer experiences pre & post implementation.

- 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 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.

GoDaddy - Tempe, AZ

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 need 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.

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

COMPETENCIES

- Deliverability: SendGrid, Validity, GlockApps, Valimail, Mailgun, OnDMARC

- Database: Active Directory, MySQL, SQL, SQL, Snowflake, Rapid7, Datadog, DNS

- API Integration

- SaaS Integrations

- Project Management: JIRA, Trello, Asana, Scrum, Agile

- Web: Domains, WordPress, Hosting, HTML, CSS, Javascript

- CMS: HubSpot, Salesforce, Sharepoint

- Adobe Suite

- Microsoft 365, Sharepoint, and Azure

- Email Marketing: Constant Contact, Mailchimp, Klaviyo, Salesloft, Engage, ZoomInfo, Outreach, Salesforce Marketing Cloud (SFMC)

- Root Cause Analysis (RCA)

- Process Improvement and Optimization

- Quality Assurance (QA) and Testing

- User Utilization Analysis

- Foresight Research

- Leadership and Coaching

- Stakeholder Collaboration

- Technical Documentation and Training

- Client Enablement, Implementation, and Onboarding

- Conflict Resolution

- Escalation Management

- Team Building