

# CHRISTOPHER SHANGREI

HTML Email Developer • Klaviyo Lifecycle Specialist

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## PROFESSIONAL SUMMARY

HTML Email Developer and Klaviyo lifecycle specialist with 1 year of hands-on experience building responsive email systems for DTC e-commerce brands. Skilled in table-based HTML/CSS coding, MJML framework, Outlook-safe development, cross-client QA, Klaviyo flow architecture, and campaign execution. Built and deployed a full retention email pipeline — welcome, post-purchase, and win-back flows — for a DTC skincare brand from scratch. Brings a technical edge to lifecycle marketing: able to both build the email and own the strategy behind it.

## EXPERIENCE

### HTML Email Developer & Lifecycle Specialist

Jan 2025 – Present

*Independent / Freelance — Remote*

- Built 5+ responsive HTML email templates using table-based layouts, inline CSS, and MJML framework — tested and QA'd across Gmail, Outlook (2016/2019/365), Apple Mail, and mobile clients.
- Architected a full Klaviyo retention pipeline for StillSkin (demo DTC skincare brand) — including Welcome Series (3-email), Post-Purchase flow, Win-Back flow, and Browse Abandonment trigger.
- Implemented flow logic with conditional splits, time delays, and engagement-based segmentation to ensure the right message reaches the right customer at the right time.
- Conducted pre-send QA checklists covering dynamic content rendering, link tracking, segment accuracy, mobile responsiveness, and Outlook-safe formatting.
- Researched and applied email deliverability best practices — sender reputation hygiene, list segmentation strategy, and avoid-spam content principles.
- Used AI-assisted coding workflows (Claude, GitHub Copilot) to accelerate template builds and flow documentation by 40%.

### Email Marketing Research & Strategy Builder

Jun 2024 – Dec 2024

*Chrismark Studio — Ukhrul, Manipur (Self-directed)*

- Studied end-to-end Klaviyo platform architecture — flows, campaigns, segments, A/B testing, and analytics dashboards — through structured self-training and Udemy certification.
- Developed a fictional DTC portfolio brand (LUMÉ Skincare) with a defined visual identity, full email template system, and Klaviyo pricing roadmap to simulate real client work.
- Built and published a Klaviyo Flow Blueprint digital product on Gumroad targeting DTC skincare brands — demonstrating applied knowledge of lifecycle strategy and customer journey mapping.
- Conducted prospect research across 5 US cities targeting local businesses for email marketing outreach — creating verified, outreach-ready reports.

## KEY PROJECTS

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### StillSkin DTC Email Retention Pipeline

2025

- Full lifecycle email system built in Klaviyo for a demo Shopify DTC skincare brand.
- Designed and built Welcome Series, Post-Purchase, Win-Back, and Browse Abandonment flows using MJML + Klaviyo.
- Applied RFM-based segmentation logic and conditional flow splits for personalised customer journeys.
- Documented complete SOP including flow structure, trigger logic, and QA checklist for each email.

### Gmail Clipping Checker & Email Preflight Tool

2025

- Micro-SaaS email developer tools — unoccupied SERP niche with no standalone free alternatives.
- Built a Gmail Clipping Checker tool to alert email developers when HTML email file size exceeds Gmail's 102KB clip threshold.
- Developed Email Preflight Checker to validate subject lines, preview text, image-to-text ratio, and mobile rendering before send.

## SKILLS

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**Email Development:** HTML/CSS, Table-based layouts, Inline CSS, MJML, Outlook-safe coding, Cross-client QA

**Klaviyo & ESPs:** Flow architecture, Campaigns, Segmentation, Conditional splits, A/B testing, Klaviyo analytics

**Lifecycle Marketing:** Welcome, Post-purchase, Win-back, Browse abandonment, Deliverability best practices

**E-commerce:** Shopify integration, DTC brand strategy, Customer retention, LTV concepts

**Tools & Workflow:** Parcel.io, Litmus (concepts), GitHub, AI-assisted coding, Google Analytics basics

## CERTIFICATIONS

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### HTML Email Mastery — Build Responsive Email Templates 2026

Feb 2026

*Udemy — 16-hour course | Email-safe coding, table-based layouts, inline CSS, cross-client rendering*

## LANGUAGES

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English (Fluent) • Hindi (Fluent) • Tangkhul Naga (Native)