EMAIL TEXT MESSAGE LOYALTY

MARKETING

WHISKANDBLEND.COM

Welcome

An introduction to me & my services

Hello!

My name is Amelia and I have over 8 years' experience in retention marketing with $10mm+ revenue delivered. Although I have worked in many marketing channels, my true passion is in building customer relationships and scaling revenue through email, SMS, and loyalty programs. I would be delighted to put my experience to work for your organization and help you build an ongoing source of scalable, dependable revenue.

I pride myself on getting results in solutions-oriented, data-backed environments, including across multiple business units. Whether you need a retention program built from scratch, a legacy flow audited and re-scoped, or just some help executing your campaign emails, I bring the same creative thinking, analytical rigor, and outstanding communication skills to get your project done.

Included in this document are client testimonials, case studies, and work samples. If you have questions about any of them or would like to continue our conversation, please reach out to me via email at amelia@whiskandblend.com .

Thanks for your consideration; I look forward to working together!
Amelia Rengo

Email Services

- Full program audits
- Campaign management
  - Calendar planning
  - Design & copywriting
  - Build-out and send
  - A/B testing & roadmaps
  - Personalization
  - Segmentation
  - Reporting & analysis
- Flow strategy & management
  - Design & copywriting
  - Architecture & logic
  - Build-out
  - Reporting & analysis
- List growth & health

SMS Services

- Full program audits
- Campaign management
  - Calendar planning
  - Copywriting
  - Build-out and send
  - A/B testing & roadmaps
  - Personalization
  - Segmentation
  - Reporting & analysis
- Trigger strategy & management
  - Copywriting
  - Architecture & logic
  - Build-out
  - Reporting & analysis
- List growth & health

Loyalty Services

- Strategy & development
  - Business case development support
  - Program structure & perks
  - Enrollment tactics
  - Loyalty club membership activations
- Cross-channel integration and communications planning
  - Email (both campaign and flow)
  - SMS (both campaign and trigger)
  - Product reviews
  - Customer service

Testimonials

Feedback from clients past and present

Amelia is an absolute joy to work with. She **took the time to truly understand our needs, asked thoughtful questions** that sharpened the project's direction, and **delivered her findings in an impressively organized and actionable way**.

Whether you're looking for a strategic audit or fresh content recommendations, I highly recommend working with her. Amelia dives in headfirst and is **committed to delivering high-impact work that makes a real difference**.

– Aneke, Sr. Marketing Associate

"Wow! Amelia did an excellent job and **greatly exceeded my expectations**! I hope to have a long term working relationship with her and, of course, highly recommend her."

"Always on time, always polite, kept me informed all the way. And most importantly, the **work is of the highest quality ever**! Thank you so much and of course, we'll be back!"

"Very easy to work with. Flexible, timely and efficient. Also very open to critique and willing to make changes until customer is satisfied with the final outcome. **Professional and always very responsive and driven by customer satisfaction.**"

"EXCELLENT work! I was so happy working with Amelia. Great job. Fast. Responsive to feedback...Thank you for your work!"

"Amelia quickly adapted to, and built an understanding of, any project or task thrown her way. She showed passion to learn new skills and used this along with her **proven experience to build our trust quickly**...her drive and determination is admirable."

"Very professional. Great communication. Excellent work."

"Exceptional work as always. Quality 100%! Thank you!"

"Thanks, Amelia! Really appreciate how organized you are!"

Postfly

Email and SMS strategy & execution

Project Scope

Postfly hired me to audit their existing email and SMS campaign and flow strategy, identify opportunities for short-term and sustained revenue growth, and execute all communications from design to send to analytics reporting.

Objectives

- Increase campaign send cadence to capitalize on peak produce seasonality while delivering revenue, engagement, and list growth
- Build segmentation strategy
- Audit and optimize flows

Deliverables

- Develop weekly, monthly, and quarterly marketing plans
- Craft copy and design in collaboration with product and fishing guide team
- Design, send, and measure 2-10 communications per week

"Amelia's been a total pro from the start. She **jumped in quickly, took initiative, and really understood our brand** voice—something that's not always easy to do.

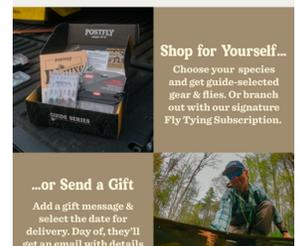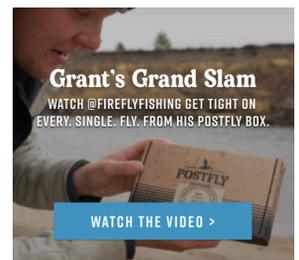She brings a great mix of strategy, creativity, and data-driven thinking to everything she does.

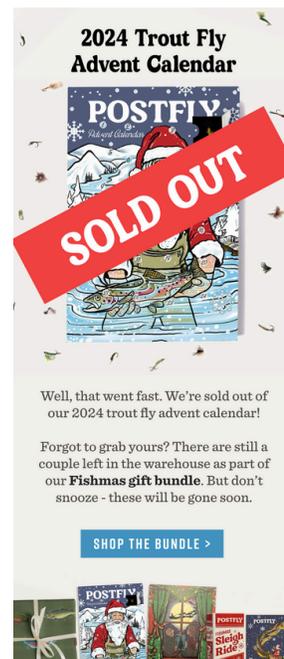Amelia is a **key part of our marketing team, and I'd happily recommend her** to any brand looking to level up their email and retention game!"

– *Brian, Postfly President*
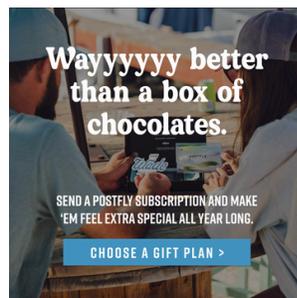
Selected Email Campaigns

+6%
Net growth in email subscribers (vs. prior year)

+16%
Attributed revenue from Welcome Series (vs. prior year)

11.7x
Return on email marketing spend (during Amelia's contract)

Wildfang

End-to-end retention marketing

Project Scope

As a full-time employee, my task was to scale Wildfang's retention marketing program through a stage of rapid growth. I managed email, SMS, and loyalty channels, ensuring alignment across the program and greater marketing mix.

Objectives

- Own strategy, execution, and analytics for email, SMS, and loyalty to create revenue engine
- Collaborate with C-suite and finance, creative, and growth teams to deliver timely, effective, on-brand marketing

Deliverables

- Develop weekly, monthly, and quarterly marketing plans across channels and cohorts
- Brief copy and creative teams
- Create and/or optimize all flows
- Send, measure, and report on 7-50 communications per week

"I love recommending amazing people to other amazing people. If you need Retention Marketing help, Amelia Rengo is your person.

Email expert, trigger series beast, sms guru, cohort wizard — **if you need to improve your CRM and Retention Marketing, hit her up. STRONGLY recommend.**"

– *Emma, Wildfang CEO*

Selected Email Campaigns

+27%

Net growth in email subscribers (vs. prior year)

+127%

Growth in attributed revenue from email, SMS, and loyalty

$7.8m

Revenue delivered from email, SMS, and loyalty over 18 months

Flow Audit

Lead Onboarding Series

█████ Audit Report

Prepared for ████ *by Amelia Rengo/Whisk and Blend*
Contact me with questions: amelia@whiskandblend.com
Last updated Jul 1, 2025

Overall Impressions & Opportunities

Overall, this journey is in a very solid starting place. Engagement is solid, the content makes sense, and the emails are easily scannable. ██████ is in a great place to continue honing and developing this automation.

Automation Strategy

This flow is essentially a checkout abandonment automation. We can lean more into abandonment tactics here, since leads have at least some familiarity and intent. My email briefs will focus on a blended approach of sales and education, based on user engagement and time since receiving their quote.

Bounce Rate

The overall bounce rate for this automation is 1.65%. This is higher than in the other ██████ flows I've audited █████████████████ but not alarming. With that said, I will make the same recommendation I have elsewhere: setting up soft bounce exclusions after 2-3 emails have been sent and bounced so as to best manage deliverability.

Email Send Time

All emails in this series were manually delayed to specific fixed send times (e.g., 10am). Is there data to back this decision up? If not, engagement metrics could almost certainly be improved by using relative time delays (e.g., delay 1 day, but send at any time) or by trying Iterable's AI-based send time optimization tool to personalize delivery to each user. In my experience marketing consumer goods, evening sends (5-8pm) almost always outperform morning sends, so I would strongly recommend testing this assumption if you can.

Personalization

Email personalization was deployed consistently and effectively. The ██████ team does a really excellent job deploying customer data to increase relevancy and appeal. Nice work.
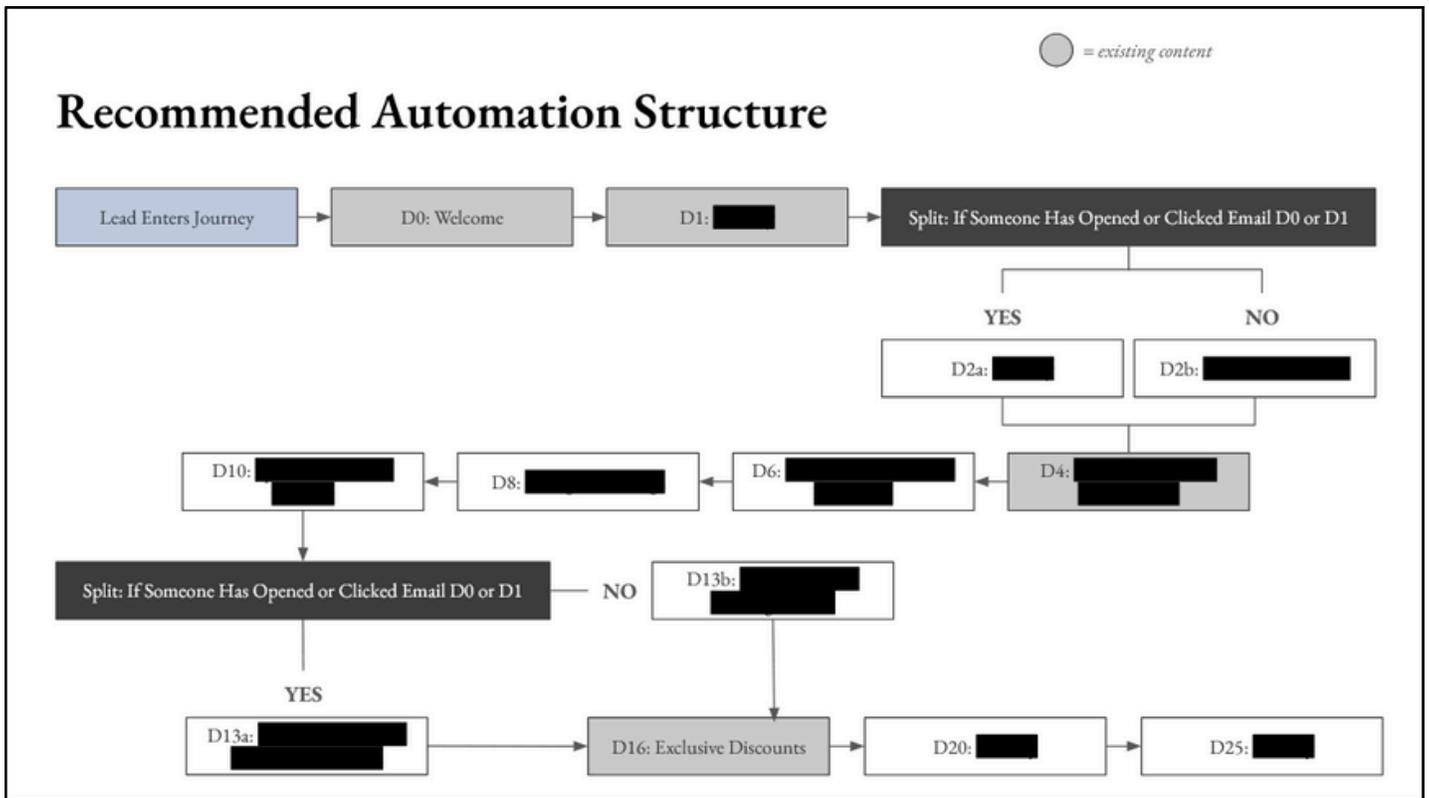
Itemized Audit Notes by Email

DAY 0 *(both variations)*
- Current headline is "Get [Pet] in the club." Not using a value prop-driven headline here in the first email feels like a miss. I recommend replacing this with something like, "You spend less. [Pet] lives it up."
- The tan background here should surround the first button in order to draw the eye and make this section feel

Flow Strategy

Architecture & design briefs for two clients

Recommended Automation Structure

◯ = *existing content*

```
Lead Enters Journey → D0: Welcome → D1: ▮▮▮ → Split: If Someone Has Opened or Clicked Email D0 or D1
                                                          |
                                              ┌───────────┴───────────┐
                                             YES                      NO
                                          D2a: ▮▮▮               D2b: ▮▮▮
                                                          
D10: ▮▮▮ ← D8: ▮▮▮ ← D6: ▮▮▮ ← D4: ▮▮▮
   |
Split: If Someone Has Opened or Clicked Email D0 or D1 —NO→  D13b: ▮▮▮
   |                                                              |
  YES                                                             |
D13a: ▮▮▮ → D16: Exclusive Discounts → D20: ▮▮▮ → D25: ▮▮▮
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Email 1: Thank You

- Sent immediately after user subscribes
- Largely plain-text to establish bear-to-human rapport and less commercial marketing approach
- Will include 10% off code "BearLover10"
- Main call to action is simply the linked discount code
- Optional: could include shoppable products below the bear's sign-off
- Copy lives [here](#)

Website   Catalog

Thanks for signing up.

Hello, fellow gamer!

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