

Kevin Castaneda

Email & Lifecycle Marketing Consultant

Turning email strategy into revenue growth

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Who I Am

I help brands build and scale email and SMS marketing programs that increase retention and drive revenue. With a background in both B2C and B2B, I focus on building automations that actually convert and crafting strategies that align with customer behavior.

What I Do

- Email & SMS Strategy
- Automation Flow Design (Welcome, Abandon Cart, Post-Purchase, etc.)
- CRM Setup & Optimization
- Customer Segmentation & Retention Tactics
- Conversion-Focused Email Copy
- A/B Testing & Performance Analysis
- Monthly Reporting & Optimization

Performance Highlights (Part 1.)

LBLA (Beauty D2C):

Improved retention workflows and redesigned automations

→ 112% increase in attributed revenue month-over-month

Teachable (SaaS/Education):

Redesigned onboarding and lead nurture automations to better guide users to activation and paid conversion.

→ Reduced churn and improved free-to-paid upgrade rate through clearer messaging and segmented journeys.

Performance Highlights (Part 2.)

Hi Note (CPG):

Led email campaign creation, including launch strategy and creative.

→ 50%+ open rates and strong repeat customer engagement.

Emjay (Delivery):

Refined layout and strategy across key campaigns.

→ 110% boost in CTR and 50% increase in conversion rate.

Thought Process

Step 1 – Audit & Discovery

Step 2 – Strategy & Segmentation

Step 3 – Automation Build & Creative

Step 4 – Launch, Test, Optimize

Step 5 – Report & Iterate

Working Process (Part 1.)

1. Initial Meeting

We align on goals, timelines, and what success looks like for your business.

2. Audit & Roadmap

I perform a full audit of your email and SMS setup, segmentation, and automations, then deliver a custom roadmap with actionable steps.

3. Quarter Trial

We work together over a 3-month period to implement key flows, campaigns, and early testing to evaluate fit and performance.

Working Process (Part 2.)

4. Campaign & Strategy Planning

With insights from the trial, we map out a longer-term strategy aligned with your growth goals, product roadmap, and seasonality.

5. Ongoing Optimization

I provide continuous support, performance tracking, A/B testing, and iterative improvements to keep results compounding.

Let's Work Together

Ready to elevate your email and lifecycle marketing?

Reach out

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