



Shub Singh • [Portfolio](#) • (647) 675-6419 | shub@shubsinghmarketing.ca Toronto, ON

Retention & Lifecycle Marketing Strategist with full-stack experience driving revenue across DTC and creator-led brands. Recently led email, SMS, and loyalty programs for a portfolio of Shopify stores, generating **\$2M+** in total revenue and **\$500K+** through email & lifecycle flows alone. Skilled in building high-converting automations, segment-driven campaigns, and loyalty offers using Klaviyo, Mailchimp, and Shopify.

Previous work in Organic Social (100M+ TikTok views, 100K IG followers) sharpens ability to craft messaging that captures attention and drives repeat engagement while translating top-funnel signals into lifecycle performance.

EXPERIENCE

Smoke Arsenal Inc. | Etobicoke, ON

Retention Marketing Strategist | 06/2024 – Present

- Own full-stack retention and campaign strategy across six **Shopify-based DTC brands**, a **SaaS loyalty app**, and **in-store retail launch**.
- Led email strategy across Mailchimp with 40–45% open rates and above-benchmark CTORs through segmentation, lifecycle flows, and high-performing copy.. ([CTOR case study on content + segmentation](#))
- increased store revenue from **\$129K → \$200k/month (+43%)** and scaled email-attributed revenue from **\$29K → \$51K/month (+76%)** by optimizing lifecycle flows, product bundles, and CRO tactics.
- Built, tested, and iterated lifecycle flows (welcome, cart, winback, post-purchase) that increased purchase frequency among 3x+ buyers and reactivated dormant segments.
- Supported the launch of **PerkBuddy**, a Shopify loyalty app, by writing onboarding flows, go-to-market copy, and cross-brand reward structures that boosted opt-ins and repeat usage.

B&B Social Media Management | Toronto, ON

Social Media & Copywriting Director | 03/2023 – Present (Part Time)

- Built segmented subscriber messaging systems for creator-led brands, optimizing offer sequencing, DM copy, and lifecycle messaging to increase conversion across monetized tiers.
- Wrote high-converting copy across direct messages, promotional campaigns, and retention flows - improving engagement and conversion across subscriber tiers.
- Supported front-end content strategy (IG Reels, TikToks), generating 10M+ views to drive audience acquisition that drove consistent follower growth..

Movin Mobility | Toronto, ON

Brand & Marketing Consultant | 09/2022 – 11/2022 (Contract)

- Shaped brand identity, crafted initial content direction, and launched influencer outreach workflows for a DTC eBike startup. Led pre-launch acquisition efforts and tested offer messaging to ensure product–audience fit.

Serotina Media | Toronto, ON

Sales Specialist | 02/2022 - 08/2022

Prospected and maintained a pipeline of **\$5M+/year** DTC brands across the GTA and Montreal, running cold outreach campaigns as a sales specialist at a marketing agency. Gained direct insight into how brand founders assess creative, retention tools, and conversion bottlenecks.

Clout App, Inc | Los Angeles, CA

International Growth Manager | Jun 2020 – Feb 2021

- Prospected and onboarded influencers (100M+ combined reach) to fuel app growth & startup growth
- Partnered with founders and product team to shape in-app user journeys and feature design based on creator feedback and early activation data
- Adapted brand voice across multiple markets, syncing tone with KPIs to make sure campaigns hit resonance

PROJECTS & FREELANCE HIGHLIGHTS

- **Instagram Theme Pages (2017–Present)**
Built and managed multiple niche Instagram pages, scaling to 300K+ followers. Currently operate a 100K+ network, using viral content, audience data, and trend hijacking to test growth strategies and drive engagement.
- **Rich List Group (Freelance Consultant) – 2018**
Grew a UK luxury event brand's Instagram from 40K to 200K+ with targeted content, daily management, and community-driven growth tactics. Ran all social media, boosted reach through network strategies, and secured account verification to build credibility during global expansion.

SKILLS & TOOLS

- **Email & Lifecycle Marketing**
Klaviyo, Mailchimp, GMASS, Apollo.io, segmentation, flows, A/B testing, retention strategy, campaign planning
- **eCommerce & Analytics**
Shopify, Smartlook, Google Analytics, product bundling, CRO optimization, landing page & funnel building
- **Content & Social Strategy**
Instagram Reels, TikTok, CapCut, content calendars, UGC management, influencer outreach, creator monetization

- **Design & Copywriting**
Photoshop, Adobe Illustrator, ecom copy, brand voice development, sales copy, messaging hierarchy
- **Outreach & Lead Gen**
Cold email campaigns, LinkedIn messaging, Propecting

Education & Certifications

Associate degree, Business Marketing, 2023, Seneca College, Canada

Certifications: Google Ads Search | Meta Ads Manager | **Klaviyo** Product Certificate