

Godswill Ifeanyichukwu

Full-Stack Email Marketer • Direct-Response Copywriter • Marketing Technologist

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SUMMARY

Full-stack email marketer and direct-response copywriter with 5+ years running growth for founders, agencies, coaches and digital businesses, across strategy, copy and the technical infrastructure underneath. Designed and built **MailPerch**, a complete email service provider now live in production, covering list verification, authenticated sending, automation, page building and billing. Equally comfortable writing a long-form sales page, configuring SPF and DKIM records, or standing up the API that makes both work. Suited to teams who need one person who can own a channel end to end rather than hand it off at every boundary.

SELECTED PROJECTS

MailPerch, All-in-one Email Service Provider • *Live in production* • *getmailperch.com*

Designed and built from scratch, running on its own domain. Email verification engine (syntax, MX and mailbox checks, 0-100 deliverability scoring); drag-and-drop email designer; visual automation canvas with event triggers and branching; no-code landing page, popup and funnel builder; real-time behavioural segmentation; revenue and UTM attribution to subscriber level; multi-tenant domain authentication with generated SPF, DKIM and DMARC records; tiered billing with usage pooling, trials and on-page checkout.

Growth Partner Finder, Agency Operating System • *Python / FastAPI / PostgreSQL / Docker*

Nine-module platform that discovers prospects across YouTube, Google, open web, podcasts, X, news and directories; scores partnership potential 1-100 by weighing audience size against monetisation weakness; detects named revenue gaps; drafts approval-gated outreach; and runs the pipeline through a built-in CRM. Includes email finding and SMTP verification, dashboard analytics and CSV/Excel/JSON export.

Voice Typing, Speech-to-Text Productivity Application

Desktop application replacing keyboard input for sustained writing work. Built to solve a personal production bottleneck; in daily use.

Conversion Websites for Local Service Businesses • *Miami-Dade, FL*

Researched, written, designed and built responsive lead-generation sites for service businesses operating with only a Google Business listing. Copy written to convert a phone call.

EXPERIENCE

Full-Stack Marketing & AI Automation Strategist

Linn Virtual Solutions • Remote • 2024 - Present

- Support multiple client accounts across marketing, operations, customer journeys, automation, research and digital systems
- Designed customer journeys integrating CRM, email and AI chatbots, reducing manual workload by approximately 60%
- Built AI agents and workflow automations for onboarding and support, and created reporting dashboards for performance tracking
- Coordinate multi-step projects from planning through implementation, keeping tasks, deliverables and stakeholders organised

Email & SMS Marketing Strategist

Agency Client (confidential) • Remote • 2024 - 2026

- Ran end-to-end email and SMS operations: campaign planning, segmentation, copy, automation, testing, deliverability and reporting

- Designed segmentation and A/B testing frameworks that increased click-through and purchase conversions by 28%
- Implemented deliverability and list-hygiene routines; used performance data to refine campaigns
- Maintained organised customer data while coordinating execution with analytics and creative stakeholders

Copywriter & Marketing Consultant

Ricks Creative Agency · Remote · Jan 2020 - Present

- Manage client projects spanning research, email sequences, landing pages, funnels, webinars, upsells and retention campaigns
- Coordinate delivery across design, video and automation contributors to keep campaigns moving from strategy to launch
- Create SOP-style processes, campaign documentation, messaging assets and implementation plans

Marketing Manager & Copywriter

English for Positive Change · Remote · Nov 2023 - Present

- Direct digital marketing for an online education platform serving learners across 30+ countries
- Run email, social, webinar and content activity, implementing AI-assisted workflows to increase production capacity
- Support instructors with marketing-funnel guidance and audience-growth systems

Direct-Response Copywriter

Living Natural Ways · Remote · Dec 2023 - Present

- Write long-form sales letters, VSL and TSL scripts, sales emails and launch creative for a US consumer brand
- Work with design and compliance teams to deliver persuasive copy that stays accurate and defensible

CORE SKILLS

Direct-response copywriting (sales pages, VSL/TSL, email) · Full-stack email marketing and lifecycle automation · Deliverability (SPF, DKIM, DMARC, list hygiene, sender reputation) · Segmentation, A/B testing and conversion optimisation · Funnel, landing page and website build · CRM administration and customer journey design · AI workflow automation and agent building · Full-stack application development · Analytics, attribution and reporting · SOP documentation and project coordination

TOOLS & TECHNICAL

Marketing: GoHighLevel, ActiveCampaign, Klaviyo, Mailchimp, HubSpot, Zapier, Make, GA4, Looker Studio

Build: Python, FastAPI, PostgreSQL, Docker, HTML/CSS/JavaScript, REST APIs, WordPress, Webflow, Shopify

Ops & design: Notion, ClickUp, Asana, Slack, Google Workspace, Figma, Canva, Loom

AI: Claude, ChatGPT, LLM API integration, agent and workflow automation

EDUCATION & CERTIFICATIONS

B.Sc. Mathematics Education, Michael Okpara University of Agriculture, Nigeria · 2021

Copywriting & Marketing Programs, American Writers & Artists Institute (AWAI) · 2020-2021

Google Digital Marketing Certification · LinkedIn Digital Marketing & Copywriting Certifications

Languages: English (advanced professional) · Igbo (native)