AL

Lifecycle marketer · email and SMS for DTC brands

Al's Creative Lab
alscreativelab.com
alscreativelab.com/about.html#contact

SUMMARY

Six years in email and CRM. I plan, write, design and build email and SMS for DTC brands in Klaviyo and Attentive. For the past year I have also built the multi-agent AI system that drafts and checks the repeatable parts of that work, with a person approving every send.

SELECTED RESULTS

$6.19M
Email revenue in six months at Kitsch, up 30% on the year before. Copy, design, build.

+47%
Attributed revenue year on year at Slumberkins, as retention marketing manager.

+74%
Revenue per delivered email on Boka's rebuilt abandoned-checkout flow, four-week window.

EXPERIENCE

Nov 2025 – now

AI system for a retention agency · designer and builder

- Built a multi-agent system on Claude Code: 32 agents, 50 scheduled jobs, 947 commits to date.
- It drafts SMS campaigns into Attentive, checks built emails against their Figma designs, verifies public claims against evidence, and keeps a shared memory across two operators.
- Client-facing, money and irreversible actions always wait for a person.

Jul 2026 – now

A jewelry brand · SMS automation

- Built the desk that turns the brand's overnight SMS copy and planning sheet into ready drafts in Attentive: 93 send days drafted.
- Drafts only. It never schedules or sends, and it holds a message when a link or audience is unclear.

Apr – Jul 2026

Boka · lifecycle and retention consulting

- Audited 79 flows, 593 steps and 934 campaigns in Klaviyo.
- Rebuilt nine flows as 62 templates from Figma, each passed through automated footer, font, link, mobile and visual checks.
- Revenue per delivered email rose 14% on Welcome and 74% on Abandoned Checkout against the flows they replaced.

2026

Charissa Nielsen, sessionsingerla.com · website design and build

- Designed a brand system and built the site in WordPress and Elementor; launched 20 October 2026.
- A filterable 49-track discography, 467 old addresses mapped, and editing handed over to the client.

Sep 2023 – Feb 2024

Kitsch · email copy, design and build

- Wrote, designed and built the brand's emails through its peak season.
- Email and SMS attributed revenue of $6,186,214 in the window, up 30% year on year.

Aug 2022 – Feb 2023

Slumberkins · retention marketing manager

- Ran the retention program; attributed revenue rose 47% on the previous year.

TOOLS

Email and SMS	Klaviyo, Attentive, Shopify Email, Omnisend
Design	Figma, Photoshop
Build	HTML email, WordPress, Elementor, Shopify
AI and automation	Claude Code, Python, Playwright