Bill Ryan Cabral

Marketing Technologist · Klaviyo, Shopify & Web

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SUMMARY

Marketing technologist at LaunchLab, an eCommerce agency. I build Klaviyo flows and campaigns, Shopify assets and Next.js websites for Shopify brands, backed by 1+ year building automations in n8n, Zapier and APIs. I've built, cloned, audited and QA'd the core lifecycle suite (Welcome, Abandoned Cart, Checkout SMS, Browse, Win-back) and the Shopify discount logic behind it. I map the logic first, test the edge cases, document the handoff, and nothing goes live without sign-off.

KLAVIYO & RETENTION SKILLS

Flows	Welcome, Abandoned Cart, Abandoned Checkout, Browse Abandonment, Win-back, Post-Purchase / Replenishment (blueprint), SMS-only flows
Logic	Triggers (lists, metrics), flow & profile filters, conditional and trigger splits, A/B tests, time delays, Smart Sending, exit conditions
Content	Dynamic cart blocks, product feeds, template builds, image slicing, alt text and link QA, subject and preview lines
Segmentation	Engagement-based segments, purchase-count splits, SMS consent, sunset segments, suppression
Shopify data	Checkout Started, Placed Order, Viewed Product, Added to Cart events; customer properties; discount codes and rules; headless tracking gaps
Deliverability & KPIs	Open rate, CTR, placed-order rate, revenue per recipient, unsubscribe and spam rates; sender identity and inbox logos; removing spam-trigger content
Tools	Klaviyo, Shopify, n8n, Zapier, Make, Klaviyo API, Google Sheets, Canva, Figma, Python / JS scripting

EXPERIENCE

Marketing Technologist (Klaviyo, Shopify & Web) · LaunchLab, eCommerce agency — Sep 2026 – Present

- Cloned a proven lifecycle flow suite (Welcome + SMS, Abandoned Cart with A/B paths, Checkout SMS, Browse, Win-back) into 4 Shopify brands: 80 emails and 12 SMS, redesigned for each brand.
- Caught 4 flow bugs before launch: a filter blocking most shoppers, a win-back firing 1 day after purchase, hidden spam-trigger text and a misleading resend subject.
- Matched Shopify discount rules across brands (no stacking, win-back code limited to one-time buyers) and checked every offer at checkout before campaigns were scheduled.
- Flagged 3 headless storefronts that weren't tracking Added to Cart before building flows that depend on it.
- Design and build weekly campaigns (launches, Singles' Day, Black Friday) for 8 Shopify brands, with image slices, alt text and link QA on every block.
- Built Next.js + TypeScript + Tailwind websites on Vercel with Shopify checkout, GTM and consent tracking, and domain-cutover runbooks; plus a Klaviyo API reporting dashboard and an n8n → Gemini → Klaviyo draft pipeline.

Automation Specialist & Outreach Strategist · Freelance / Contract — Jun 2025 – Present

- Built lead capture, CRM, follow-up, SMS (Twilio) and booking workflows in n8n, Zapier, GoHighLevel and monday CRM. These are trigger → condition → action systems, the same logic as Klaviyo flows.

AI Operations & Automation Contractor · Baume Consulting — Aug 2025 – Jan 2026

- Automation-led prospecting, CRM maintenance, follow-up status updates and reporting.

Earlier: Marketing & Design — 2020 – 2023

Social Media Marketing VA, KODE ACROSS · Graphic Designer, LazyLabs · Clinic Assistant, Sqin Garden Beauty Clinic · Founder & developer of 5 App Store apps (iPhone and Mac).

EDUCATION & OTHER TRAINING

STI College, Mobile Application and Website Development · Google UX Design Professional Certificate · No-Code Automation with Zapier · AI Automation with n8n