

ISAAC OLUKOYA

Lifecycle, Activation & Retention Marketing

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PROFILE

Lifecycle and retention specialist with over five years of commercial experience, focused on the post-signup layer: activation, email deliverability, behavioural trigger architecture and retention infrastructure. I audit before I build — reading trigger logic and deliverability data rather than campaign reports — then rebuild the system and hand it back documented. Most recently took a 66,000-contact subscription platform from 13.3% to 60.2% activation with a 96.3% reduction in bounce rate in six weeks. Deep operator in Customer.io, Klaviyo, HubSpot and GoHighLevel across SaaS, healthtech and subscription businesses in the UK, US and Nigeria.

SELECTED IMPACT

- **13.3% → 60.2% activation** on a 66,000-contact subscription platform, in six weeks.
- **96.3% reduction in bounce rate** and 124% improvement in Gmail delivery; Gmail user-reported spam from a 28% peak to 0% across the eight send days after the fix.
- **20+ end-to-end lifecycle and CRM systems** delivered for B2B SaaS, EdTech and professional services clients.
- **Public validation from Nathan Barry** (Founder, Kit/ConvertKit) and Kit's Director of Product Design, in response to a published teardown of their onboarding.

EXPERIENCE

Founder & Lifecycle Consultant | Perennus

2024 – Present

Independent consultancy · Remote · Lagos, Nigeria

- Founded a retention consultancy and diagnostic product that connects to Customer.io, Klaviyo or HubSpot, scans for post-signup revenue leaks across six categories, and prices each finding before work is scoped.
- Developed original frameworks for diagnosing lifecycle and pipeline failures — lead taxonomy design, lifecycle handoff mapping, and KPI hierarchy structuring for leadership reporting.
- Publish long-form lifecycle teardowns, including a 54-page autopsy of Notion's post-signup experience and an analysis of Kit's onboarding that drew public responses from Kit's founder and Director of Product Design.

Lifecycle & Systems Lead | AI companion subscription platform (via Perennus)

Mar – Apr 2026

Contract · Remote · Full system build, 6 weeks · AI companion platform, 66,000+ contacts

- Ran a technical and behavioural audit surfacing broken pipeline triggers, 32% invalid contact data, and deliverability failures driving a Gmail user-reported spam rate that peaked at 28%; presented a formal findings report to leadership before building.
- Traced a misconfigured behavioural entry condition that had silently queued **174,000 sends** against a 66,000-contact base — nearly three times the entire list, and invisible in campaign reporting.
- Rebuilt domain authentication (SPF, DKIM, DMARC), cleaned the contact list, and ramped send volume on a controlled schedule to restore sender reputation.
- Designed and shipped five segmented flows in Customer.io — onboarding, re-engagement, gate-hit, paywall conversion and broadcast — replacing timer-based sequencing with engagement gates and behavioural branching.
- **Outcomes:** companion creation (the measured activation event) 13.3% → 60.2%; Gmail bounce rate down 96.3%; Gmail delivery up 124%; re-engagement conversion 1.0% → 8.4%; paywall launched on a stabilised system.
- Set KPI benchmarks, reported daily through structured Slack updates, and delivered a launch-readiness roadmap plus full knowledge-transfer documentation to the internal team.

Lifecycle & Automation Consultant | LiftAffect Inc.

Jun 2026

Contract · Remote · Aviation mental health practice, US · Full system build

- Designed and built a clinical self-assessment and its lifecycle system **from scratch** — a branching Typeform assessment classifying respondents into four outcome tiers, each with its own Customer.io campaign.
- Wired the operational chain in Zapier: email verification, automated contact create/update, conditional routing by outcome, and real-time Slack escalation on high-priority results.
- Ran end-to-end QA, documented the architecture and delivered a full handoff guide. **5.0/5.0 client review**; invited back for future projects.

Lifecycle & CRM Consultant | Self-Employed

2021 – 2025

Contract & retainer · Remote · UK, US and Nigerian clients

- Designed and implemented **20+ end-to-end lifecycle and CRM systems** for B2B SaaS, EdTech and professional services brands using HubSpot, Klaviyo, GoHighLevel and Mailchimp.
- **Printcall (B2B SaaS, UK)**: designed a HubSpot + Zapier pipeline splitting trials into hot-trial fast-track, inactive recovery and VIP upsell paths — projecting **17–20% trial-to-paid conversion**, presented to leadership as a commercial roadmap.
- **Flash sale pipeline (US SaaS)**: four-email campaign to 24,492 contacts — **40.64% open rate, 10.06% CTR**, 3× uplift in product page visits, 12% conversion.
- Built segmentation models combining firmographic data, behavioural signals and lifecycle stage for personalised journeys at scale.

Marketing Specialist | Upskill Educational Initiative

Oct 2023 – Jun 2024

Remote

- Built a B2B partnership pipeline and LinkedIn outreach sequences, producing a **22% increase in inbound partnership inquiries** across the engagement.

Email & Automation Specialist | Techgism Digital

Jun 2020 – Dec 2022

Remote

- Built automated lifecycle workflows across a managed portfolio of SaaS clients, standardising trigger architecture and reporting for an average **20% engagement uplift** across accounts.

TOOLS & PLATFORMS

- **Lifecycle & CRM**: Customer.io, Klaviyo, HubSpot Marketing Hub, GoHighLevel, Mailchimp, MailerLite, Kit
- **Automation & data**: Zapier, Segment, webhook-based triggers, behavioural event tracking
- **Deliverability**: SPF / DKIM / DMARC configuration, Gmail Postmaster Tools, list hygiene, suppression logic, inbox placement monitoring
- **Reporting & documentation**: HubSpot dashboards, Customer.io analytics, Notion (SOPs), Slack

EDUCATION & CERTIFICATIONS

- **Higher National Diploma, Science Laboratory Technology** — Federal Polytechnic Ilaro, Nigeria (2022)
- **HubSpot Academy**: Email Marketing, Marketing Hub Software, Content Marketing, Inbound Sales, SEO
- **Content Marketing Strategy** — University of California, Davis (Coursera)
- **Digital Marketing** — Google