



# Jaina Mistry

Email, content, and brand marketing leader

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## CONSULTING SERVICES

| Email Strategy & Optimization | Content Strategy & Development |  
| Email + Content Integration | Brand & Messaging | Fractional Leadership |  
| Team education & Thought Leadership |

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### Email Strategy & Optimization

#### Email program audit

Evaluate your current program, performance, and roadblocks. Identify opportunities for better segmentation, messaging, and results.

#### Lifecycle email strategy

Transform your email program into a full lifecycle journey—aligned with user behavior, business goals, and key milestones.

#### Email copy & design audit

Get strategic feedback on your copy and visual execution. Includes best practice recommendations and suggestions for improvement.

#### Workflow & automation audit

A strategic review of how your team plans, builds, tests, and ships emails. I'll identify bottlenecks and offer practical solutions. Can be standalone or part of a full audit.

#### Testing & learning framework

Build a culture of experimentation. I'll help you define a strategic testing roadmap, from subject lines to conversion points.

## Strategic review of email automation

Evaluate your current automation flows for relevance, timing, and effectiveness. Suggestions provided for optimization—not implementation.

## Deliverability red flags review

While I'm not a specialist, I can help spot common deliverability issues and connect you with experts as needed.

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# Content Strategy & Development

## Content strategy

Whether you're starting from scratch or need a refresh, I'll develop a content strategy that aligns with your goals and channels—always mindful of performance (SEO/GAIO) and audience relevance.

## Content strategy audit

Bring your current strategy, performance data, and frustrations—I'll diagnose what's working, what's not, and how to fix it.

## Data-driven research reports

Turn research into a long-lasting engine for awareness, engagement, and thought leadership. From survey design to promotion planning, I'll lead the strategy and partner with writers/designers to bring it to life.

## Content repurposing & distribution strategy

Maximize the value of your content by extending its reach and lifespan. Get a plan to transform blog posts into email series, events into social campaigns, and more.

## Virtual event & webinar strategy

I'll help you develop a virtual events playbook that aligns with your content goals—from formats to follow-ups.

## Community-centric content strategy

Get help evolving your content + email strategy to support online and in-person community efforts (Reddit, newsletters, events).

**Note:**

*I'm actively growing my experience in this space and offer strategic partnership rather than hands-on community management.*

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# Email + Content Integration

## Newsletter strategy & development

Build or revamp a newsletter program that connects with your audience and supports business goals. Includes:

- Strategy + platform guidance
- Content calendar planning
- Editorial support
- Promotion across email, blog, social

## Campaign post-mortems

Get a strategic debrief on a single campaign (email, launch, event). I'll review what worked, what didn't, and how to improve next time.

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# Brand & Messaging

## Brand voice development

Bring consistency and clarity to your content. I'll help you define:

- Messaging frameworks
- Tone of voice guidelines
- Internal rollout strategy
- QA support to uphold brand standards

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# Fractional Leadership

## Fractional head of content, email, or brand

Ideal for startups not yet ready for a full-time hire. I'll step in to provide:

- Strategic leadership (10–20 hrs/month)
- Team mentorship

- Planning support
  - Vendor/agency management
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# Team Education & Thought Leadership

## Internal team workshops

Training sessions for marketers, product teams, or founders. Topics include, but aren't limited to:

- Email marketing 101
- Lifecycle journeys
- Brand voice
- Content + email integration
- Newsletters

## Thought leadership support

Help with webinars, ghostwriting, or strategy for founder/exec content.

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# What I *don't* offer (but can recommend trusted partners for):

- HTML email development
- Email design
- Building automations in your MAP/ESP

# Curious about pricing or need help scoping your project?

Email me at [jaina@jainamistry.com](mailto:jaina@jainamistry.com) or [book a 30-minute call](#) to talk through what you need.