

# Luke – CRM & Email Lead

Onboarding Package · Yaksok × Paudelmar

**Start date:** June 9, 2026 **Project window:** June 9 – June 30, 2026 **Reports to:** Paula Andrade (Paudelmar)

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## Welcome

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Welcome aboard, Luke. This document is your start point. It covers the project timeline, what you have access to, what you own, and what the first call will cover. The rest of the project lives in the Drive folder linked to your Paudelmar email.

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## Project at a glance

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Yaksok is a Barcelona house of Korean skincare curation opening its first store on Carrer Enric Granados in September 2026. The brand voice is editorial, considered, silent luxury. Cereal Magazine and The Gentlewoman as register references. The customer is the 30–55 European woman buying evidence of an identity she already holds, not a product that changes her. Recognition, not transformation.

Your scope is the CRM and email engine: Klaviyo flow architecture, broadcasts, segmentation, lifecycle.

The full CRM Brief is in the Drive – that is the authoritative scope document.

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## Timeline · 3 weeks · June 9 – June 30

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### Week 1 – June 9 to June 15 · Audit and setup

- Kickoff call with Paula (this week, target Tuesday June 10)
- Audit current Klaviyo account: existing flows, list health, deliverability, segments
- Confirm Shopify integration is clean
- Map any technical gaps to address before flow build
- Deliverable end of week: Klaviyo audit memo (1 page)

## **Week 2 – June 16 to June 22 · Flow architecture**

- Build the four foundational flows:
- Welcome series
- Abandoned cart
- Post-purchase
- Winback
- All flows tested with internal test accounts
- All copy in brand voice (refer to brand voice quick reference)
- Mid-week check-in with Paula
- Deliverable end of week: all four flows built, tested, ready for review

## **Week 3 – June 23 to June 30 · Broadcasts, segmentation, launch**

- Segmentation strategy implemented
- Broadcast cadence and template structure defined
- First broadcast template ready to go
- Email design templates handed off to Polina for ongoing visuals
- Final QA with Paula
- Launch flows live by June 30
- Deliverable end of project: all flows live, segmentation in place, first broadcast scheduled, handoff doc for ongoing operation

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## **Access checklist · what you should have by end of day tomorrow**

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### **From Paudelmar (set up by Paula tonight)**

- Paudelmar email: luke@paudelmar.com (credentials sent separately)
- Slack invite: paudelmar.slack.com
- Google Drive access to the Yaksok project folder

### **From Yaksok (requested by Paula from Ani this week)**

- Klaviyo admin or full editor access
- Shopify (limited admin or relevant permissions for Klaviyo integration)

- [ ] Yaksok Drive folders where brand assets live
- [ ] Access to current customer list export (if needed for migration / segmentation work)

If anything is missing or blocking your work, flag it in Slack and tag me. We do not wait.

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## What you own

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- Klaviyo account architecture and ongoing health
- The four foundational flows (Welcome, Abandoned Cart, Post-Purchase, Winback) and any additional flows scoped later
- Segmentation strategy
- Broadcast cadence and templating structure
- Email + SMS lifecycle
- Weekly performance reads on email metrics (open rate, CTR, revenue per email, list growth)
- Klaviyo handoff documentation for the team

## What you do not own

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- Email design work beyond template structure (Polina handles visuals)
  - Brand voice / editorial copy direction (Paula owns)
  - Customer service or transactional email content
  - Paid acquisition (Anthony owns)
  - Social or content scheduling (Vivi owns)
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## How we work

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- **Slack** for day-to-day. Async wherever possible. Tag me for blockers.
- **Weekly 15-minute check-in** – Monday or Friday, your preference, set when we kickoff
- **Issues, blockers, questions:** drop them in Slack and tag me. No need to wait for the weekly.
- **Brand voice reference:** in the Drive folder. When in doubt, copy lands less is more.

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## First call · agenda

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We will run a 30-minute kickoff this week (target Tuesday June 10).

1. Walk through the CRM Brief together · confirm scope · 10 min
2. Audit approach for week 1 · 5 min
3. Klaviyo access logistics · 5 min
4. Communication norms and weekly check-in slot · 5 min
5. Questions and anything that needs clarifying · 5 min

Please send 2-3 times that work for you on June 10 and I will book the call.

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## In your Drive folder

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- This document (Onboarding Package)
- Yaksok CRM Brief (your scope spine)
- Yaksok Brand Voice Quick Reference
- MSA – signed copy
- Operations Playbook
- Paudelmar email + Slack quick reference

Everything else surfaces as we go.

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Excited to have you on this.

Paula Founder, Paudelmar