

# ASAD YOUSAF

## Email Marketing Specialist

✉ asad0yousaf@gmail.com

🌐 <https://www.linkedin.com/in/asad-yousaf-411ab7267/>

📍 Icchra, Lahore

## SUMMARY

Motivated email marketing specialist with over 3 years of experience. Proven track record of creating and executing successful email campaigns that drive engagement, conversion and revenue. Adept at leveraging data-driven insights to optimize campaigns, increase open rates, click-through rates, and overall customer retention.

## EXPERIENCE

### Email Marketing Specialist

#### Vortex Solutions

📅 01/2021 - 12/2022 📍 Gulberg 3, Lahore

- Utilize email marketing tools and platforms effectively, ensuring the seamless execution of campaigns and automation workflows.
- Stay updated on the latest technologies and trends in email marketing to enhance efficiency and effectiveness.
- Analyze data to derive actionable insights and make data-driven decisions to optimize campaigns.

### Email Marketing Specialist

#### International Estimation LLC

📅 01/2018 - 01/2020 📍 Township Lahore

- Followed all email marketing regulations and best practices to ensure compliance.
- Implemented strategies to maintain high deliverability rates and minimize spam-related issues.
- Monitored key email marketing metrics such as open rates, click-through rates, conversion rates, and revenue generated.

### Affiliate Marketing Specialist

#### Discount & Codes

📅 03/2017 - 01/2024 📍 Icchra Lahore

## EDUCATION

### Matric

#### Muhammadan International School

📅 01/2014 - 01/2016 📍 Shah jamal, Lahore

## SKILLS

Data Analysis

Problem Solving

Strategic Thinking

Time Management

Creativity

Collaboration

Communication Skills

MS Office

## LANGUAGES

### English

Proficient



### Urdu

Native

