

Muhammad Hamza Ijaz

EMAIL MARKETING SPECIALIST

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Email Marketing Specialist Summary

- Expertise in email marketing strategy and campaign development.
- Ability to create and deliver high-performing email campaigns that drive results.
- Track and analyze email campaign performance to identify areas for improvement.

Work History

Email Marketing Specialist May 2022 - Present
Brains Hub

Develops and executes email marketing campaigns to achieve marketing and business goals.

- Responsibilities:
- Conduct market research to identify target audiences and develop email marketing strategies.
- Create and design email templates and campaigns that are engaging and informative.
- Track and analyze email campaign performance to identify areas for improvement.
- Collaborate with other marketing team members to ensure that email campaigns are aligned with overall marketing goals.

Email Marketing Specialist February 2021 - April 2022
Brain Logix Private Limited

Email marketing expert with a proven track record of success in developing and executing campaigns that drive results.

- Responsibilities:
- Increase brand awareness and engagement through targeted email campaigns.
- Generate leads and sales through email marketing.
- Nurture existing customers and promote loyalty through lifecycle email campaigns.
- Improve email deliverability and reduce unsubscribe rates.
- Stay up-to-date on the latest email

Data Specialist/ internship September 2020 - January 2021
KeyDevs Technologies Pvt. Ltd.

Education

FA Science March 2016 - August 2018
Allama Iqbal Open University

Bachelor's Degree' Bussni/Commerce General October 2018 - September 2020
Allama Iqbal Open University

Skills

Email marketing
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Data scraping
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A/B testing
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Apollo
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Sales Navigator
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Lead generation
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Interests

Cricket Football Book reading Udemy