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ANEES REHMAN

E-MAIL MARKETING MANAGER

ABOUT ME

As an Email Marketing Manager, I have successfully led teams in designing and executing targeted email campaigns. Leveraging my project management background and a Master's in Computer Science, I bring a unique blend of technical expertise and strategic thinking to optimize campaign performance. Proficient in Zoho Campaign, mailchimp, klaviyo and brevo. I have consistently driven engagement and conversion rates through data-driven insights and A/B testing. My focus on creativity and industry trends ensures innovative and effective email strategies aligned with organizational goals.

EDUCATION

FROM 2022 to PRESENT

NCBAE LAHORE
MS Computer Science

FROM 2016 to 2020

UNIVERSITY OF GUJRAT
BS Computer Science

FROM 2014 to 2016

PUNJAB GROUP OF COLLEGES
FSc Pre-Engineering

SKILLS

- Shopify Plus
- Wix (Website Builder)
- Insta Page
- Visme
- Cannva
- Brevo
- Upwork Bidding
- Mailchimp
- Docusign
- Apolo / Hunter.io
- Zoho Campaign
- Klaviyo
- Good Communication
- Sales Expert
- Marketing
- Research
- Problem-Solving
- Teamwork

EXPERIENCE

FROM 2021 to PRESENT

EASTHIRE

- Spearheaded the development and execution of targeted email campaigns, resulting in an increase in open rates and as well as boost in conversion rates.
- Implemented A/B testing strategies to optimize email content, subject lines, & send times, leading to a better improvement in overall campaign effectiveness.
- Collaborated with cross-functional teams to ensure alignment between email marketing initiatives and broader marketing objectives.
- Monitored key performance indicators (KPIs) & generated reports to assess campaign performance, providing actionable insights for continuous improvement.

FROM 2020 to 2021

Q SOFT TECHNOLOGIES

Frontend Developer (HTML, CSS, and JavaScript)

FROM 2019 to 2020

ALUMINATION AND SOCIAL DESIGN

Lead Generation & Email Marketing

PERSONAL

In my free time, I enjoy staying up-to-date with the latest trends and best practices in lead generation, as well as exploring new and innovative strategies to generate high-quality leads for businesses. I enjoy attending industry conferences and webinars, and I'm an avid reader of marketing and sales blogs and books.