



Junaid Khalid

Email Marketing Manager



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Address.

Sharqi Colony
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About Me.

Experienced Email Marketing Manager with 2+ years experience driving revenue growth and customer engagement for start up companies in the fashion, tech, and e-commerce industries. Skilled in developing and executing email marketing campaigns, creating engaging content, and analyzing campaign performance. Proficient in email marketing platforms such as Mailchimp and Hubspot with excellent knowledge of evolutions in the digital marketing strategy.

EXPERIENCES.

Email Marketing Manager

Global Ecommerce Multan

2022-2023

Led email marketing efforts to develop best-in-class email strategies and enhance email campaigns to drive growth, activation, and increase customer loyalty resulting in a 25% increase in customer engagement. Developed and implemented email marketing strategies to drive customer acquisition, retention, and revenue growth.

Managed all aspects of email marketing campaigns including planning, content creation, segmentation, scheduling, deployment, and reporting.

Used creativity to support business growth through email acquisition, lead nurture, feature releases, and other activation and retention opportunities.

Marketing Coordinator

Episervice

2023-2024

Executed email marketing campaigns and managed the customer database resulting in a 20% increase in open rates and improved customer retention. Collaborated with marketing, product, and analytics to execute campaigns across email and other customer touchpoints.

Owned email marketing processes, systems, and technology infrastructure to ensure efficient program scalability. Planned, built, and deployed marketing campaign emails aligned with content calendar in collaboration with the content marketing team.

CORE SKILLS.

Email Marketing

Campaign Management

Copywriting

Segmentation

Marketing Automation

Data Analysis

A/B Testing

LANGUAGE.

English

Urdu

EDUCATION.

Marketing Degree

Comsats University, Vehari

Management Leadership

University of Okara