

# SATHIS KUMAR

## DIGITAL MARKETING SPECIALIST

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### CONTACT

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### EDUCATION

- 2019 - 2023  
ANNA UNIVERSITY  
Sri shanmugha college  
of engineering and technology
- BE Electronics and  
communication Engineering  
(7.6%)

- SSV.HR.SEC.SCHOOL
- HSC
- SSLC

### SKILLS

- Project Management
- Public Relations
- Teamwork
- Time Management
- Leadership
- Effective Communication
- Critical Thinking

### LANGUAGES

- English
- Tamil

### Summary

As I contributed to the digital transformation of offline businesses by creating and managing effective email marketing campaigns, landing pages, and websites. I worked with a team of digital marketers, web developers, and graphic designers to deliver customized and engaging solutions for various clients across different industries and niches.

### Work Experience

#### Almi Digital solutions pvt ltd

2023-2024 MAR

- Freelancing
- website design
- social media marketing
- landing page creation
- lead generations

#### Webberax

- Digital marketing
- Developed and executed email marketing campaigns for a variety of automotive dealerships, resulting in a 15% increase in revenue growth and enhanced customer loyalty
- Utilized PMTA/Postfix SMTP server, APIs, configurations, and automation tools for campaign management
- Conducted A/B testing on subject lines, content, and calls-to-action to improve email engagement and conversions
- Implemented mail server validation for inbox delivery, including DKIM/DMARC/SPF/MX implementation and IP/Domain warming
- Monitored and analyzed email marketing metrics and analytics to optimize campaign performance"

#### Technical skills

April 2024

- Email Marketing,
- Social Media Automation,
- Landing page Creations
- Campaign Management,
- Lifecycle Marketing,
- Postfix SMTP Server,
- APIs, Automation Tools,
- Mail Server Validation, DKIM/DMARC/SPF/MX Implementation,
- IP/Domain Warming,
- Mail Testing, DNS Watch, MX Toolbox, Analytics,
- A/B Testing, Copywriting"
- social media marketing
- SEO,Digital marketing
- Wordpress websites