

Ayush kumar jha

EMAIL MARKETING EXECUTIVE

PERSONAL INFO

I am a BCA graduate with a foundation in both frontend and backend web development, along with knowledge of SQL databases. I also have two months of experience as an Email Marketing Executive, where I developed communication and digital marketing skills. I am a quick learner, passionate about technology, and eager to contribute to dynamic and growth-oriented projects.

EDUCATION

- | | |
|---------------------------------------|-----------|
| ➤ HSC and SSC | 2018-2022 |
| Subhash smark inter college | |
| ➤ Bachelor's of computer applications | 2022-2025 |
| Axis institute of higher education | |

EXPERIENCE

- | | |
|--|-------------------|
| ➤ Email marketing executive | Mar 2025- Present |
| Mavericks and musers media pvt ltd | |
| <ul style="list-style-type: none">• Created and executed targeted email campaigns using Mailchimp, resulting in a 15% increase in open rates and 10% boost in click-through rates.• Conducted A/B testing on subject lines and content layouts to optimize campaign performance.• Collaborated with the content and design teams to ensure brand consistency and create engaging templates using HTML/CSS.• Implemented automation workflows to nurture leads and improve customer retention. | |

CERTIFICATION

Tally ERP 9 Prime with GST | TCE education| Kanpur
June – September 2022

- Creating and managing company accounts
- Recording sales and purchase transactions
- GST calculations and returns filing
- Generating financial reports and balance sheets



CONTACT

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SKILLS

- Frontend designing
- Team leading
- Strategic planning
- Tally+Gst
- Quick learner
- Time management

TOOLS

- Salesforce clouding
- Vs code
- Canva ,Photoshop,
- My sql
- Chatgpt
- Github