

# SANUP DIVAKARAN

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## OBJECTIVES

Looking for a challenging career that can make me learn new things and innovate myself to grow with the organization.

## TECHNICAL SKILLS

- HTML5, CSS3, JavaScript, JQuery
- HTML emails, WordPress.
- Working Knowledge in MS-Office, Adobe Photoshop, Adobe Dreamweaver, Ubuntu, Windows XP, Windows7.
- Working experience in marketing platforms such as Clarizen, Quip Salesforce.

## WORK EXPERIENCE

### **Anteriad, LLC - BANGALORE**

**04/2022 – Present** : Group Lead

- Conduct daily team meeting to discuss campaign clarifications.
- People management and monitor their KPI.
- Review team's work and maintain performance report.
- Create Email templates and work in-hand with team to create email marketing preview

### **TRUE INFLUENCE INDIA PRIVATE LTD., BANGALORE**

**04/2020 – 03/2022** : Senior Analyst

- Monitoring and assigning daily workflows.
- Conduct routine touch point meetings with the team members.
- Backup team lead in their absence.
- Working with the team to create various email templates in different brands for promoting email marketing.

**03/2019 – 03/2020** : Senior Digital Operation Specialist

- Managed the team of 6 people in creating email templates for various campaigns.
- Uploading Lead Delivery Templates.

- Constantly A/B test and optimize the different type of campaigns and elements of the campaigns (subject line, CTA buttons, banners, layouts, etc.)

**03/2017 – 02/2019** : Digital Marketing Specialist

- Work with analysts to ensure campaign criteria and program tracking, reporting and optimization.
- Manage and prioritize campaigns milestones and launch dates.
- Working in a team for creating various email templates as a part for email marketing.

### PERSONAL ATTRIBUTES

Quick Learner, Open Minded, Team Friendly, Flexible and Adaptable.

### EDUCATIONAL BACKGROUND

09/2011 – 06/2014      **Master of Computer Application (2011-2014)**  
Hindusthan College of Engineering and Technology, Coimbatore.  
CGPA: 7.2      **Anna University, Chennai.**

09/2008 – 07/2011      **Bachelor of Science (Bsc) in Computer Science (2008-2011)**  
Nehru Arts & Science College, Coimbatore.  
CGPA: 7.0      **Bharathiar University, Coimbatore.**

### PERSONAL INFORMATION

**Gender** : Male  
**DOB** : 18/09/1990  
**Marital Status** : Single  
**Nationality** : Indian  
**Languages known** : Malayalam, English, Hindi, Tamil

### DECLARATION

I hereby declare that the information furnished above are true to the best of my knowledge and belief.

SANUP DIVAKARAN