

Siddhant Sali



Email Marketing Specialist

Email
Marketing



PORTFOLIO



2025

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ABOUT ME

2025



From Data to Decisions,
From Campaigns to Conversions

I'm Siddhant, a data-driven email marketer with hands-on experience in campaign creation, automation, segmentation, and analytics. I combine creativity with numbers to help brands boost open rates, click-throughs, and conversions.





EXPERTISE

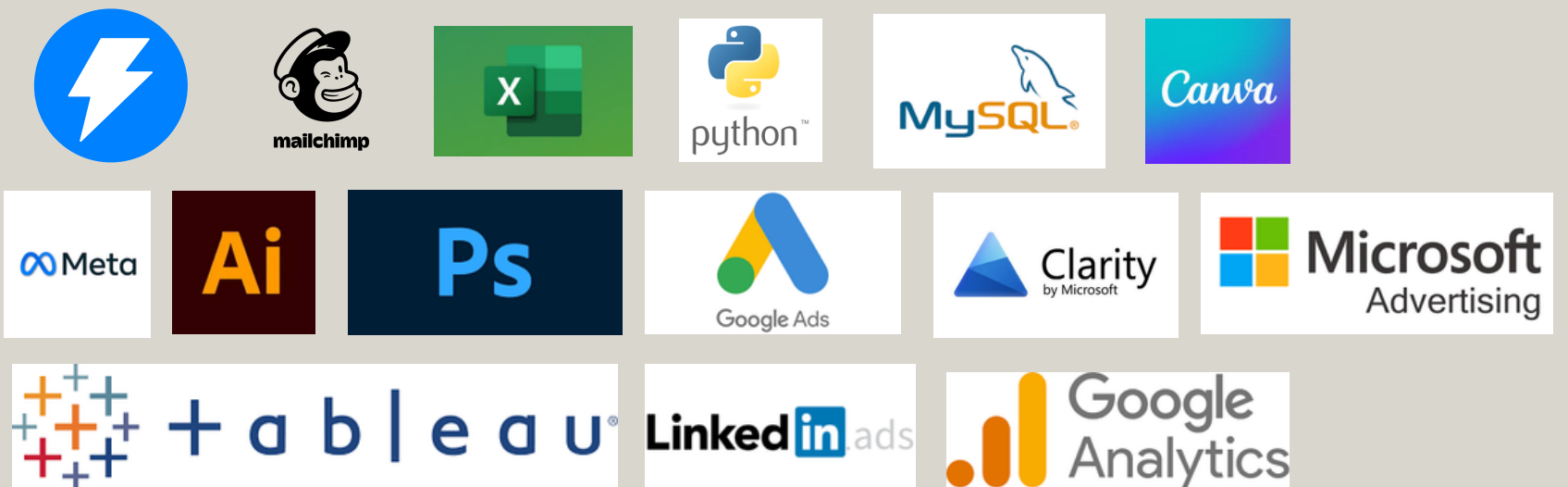
As an Email Marketer

Design Skills:

- Email Strategy & Planning
- Campaign Creation & Automation
- Copywriting & Personalization
- A/B Testing & Optimization
- List Segmentation & Management
- Reporting & Analytics



Tech Stack & Expertise:





Experience



2025

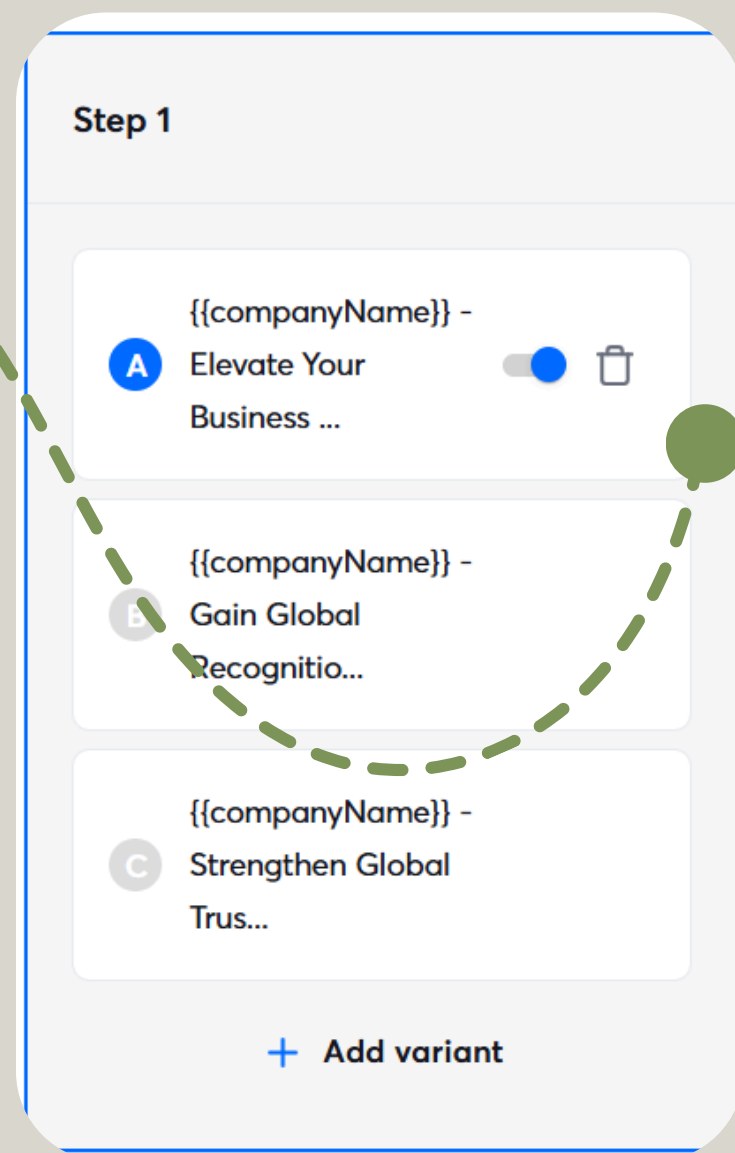
PORTFOLIO

American Ratings: Global Business Verification Outreach

- Description: Promoted the Business A-I-R-S (American Industry Rating Standard) identity to corporate audiences across the Globe
- Results: Improved open rates by 48% and generated a 32% increase in partner program registrations within two weeks.

Namm Capital: Investor Outreach

- Description: Designed and managed an investor-focused email funnel highlighting Namm Capital’s funding solutions and client success stories.
- Results: Achieved a 55% increase in qualified inquiries and enhanced investor engagement through segmented follow-up automation.



Open Rate

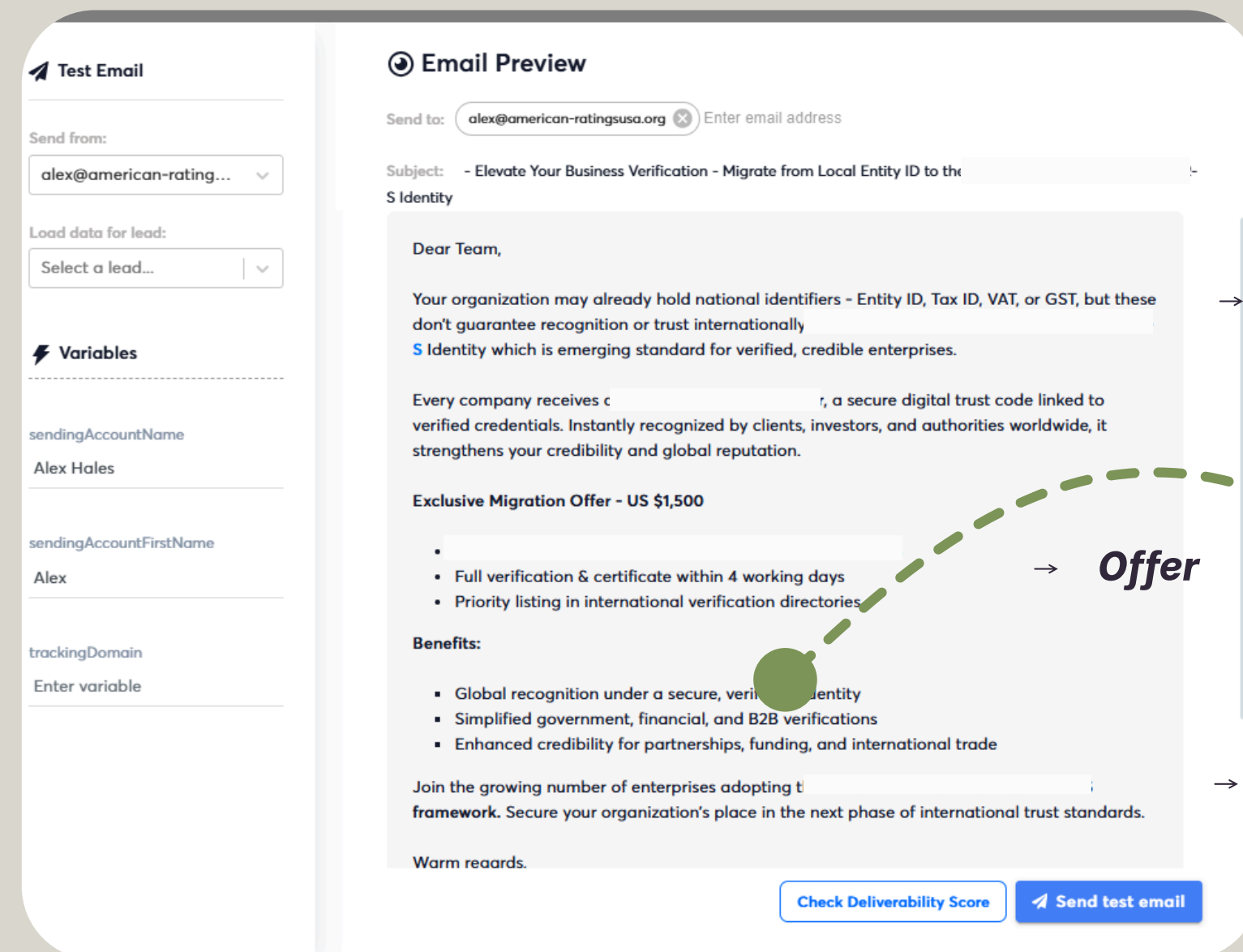
→ **54.9%**

→ **17.1%**

→ **19.1%**

Subject Line Variants & Testing

Variant A outperformed others by a 3x higher open rate, showing audience preference for direct value-driven subject lines.



→ **Hook**

→ **Offer**

→ **CTA Section**

Subject Line Variants & Testing

Variant A outperformed others by a 3x higher open rate, showing audience preference for direct value-driven subject lines.



Step Analytics		Activity				
STEP	SENT	OPENED	REPLIED	CLICKED	OPPORTUNITIES	
Step 1	1,152	602 52.26%	6 0.52%	40 3.47%	1	
<input checked="" type="checkbox"/> A	1,069	587 54.91%	6 0.56%	40 3.74%	1	
<input checked="" type="checkbox"/> B	41	7 17.07%	0 0%	0 0%	0	
<input checked="" type="checkbox"/> C	42	8 19.05%	0 0%	0 0%	0	

- **Emails Sent: 1,152**
- **Open Rate: 52.3% overall**
- **Top Subject Line: Variant A (54.9%)**
- **Click-Through Rate: 3.47%**
- **Replies: 6**

Performance Summary

Strong open and click performance demonstrated success of subject line and audience targeting strategy

Step Analytics		Activity		
<input type="text" value="Search by email"/>		Filter		
	Opened		sevenstar@sevenstarpharm....	19 minutes ago Step 1
	Opened		umesh.nagshetti@aartiphar...	38 minutes ago Step 1
	Opened		susumu.harada@fujifilm.co...	43 minutes ago Step 1
	Opened		qiuyang.guo@louston.com	43 minutes ago Step 1

Live Engagement Activity

Consistent open activity observed across verified domains indicating strong deliverability and message relevance.



CLIENT FEEDBACK

2025



Clients Say About Me

Siddhant helped us achieve a 2.5x higher engagement in our first campaign.

Anim Akhtar, Founder,
American Ratings

His email campaign strategy not only brought back our inactive customers but also helped us grow our monthly revenue by 25%.

Amit Gole, CFO,
NAMM Capital

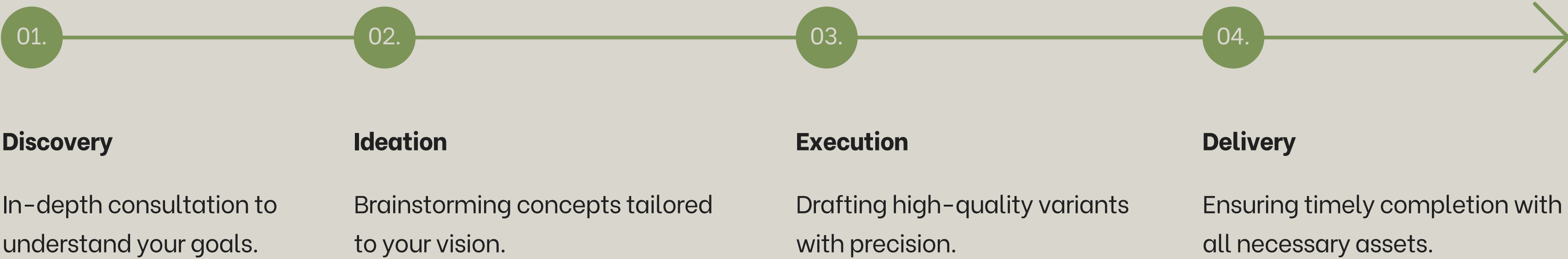


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THE PROCESS

Collaborating for Success.





LET'S COLLABORATE

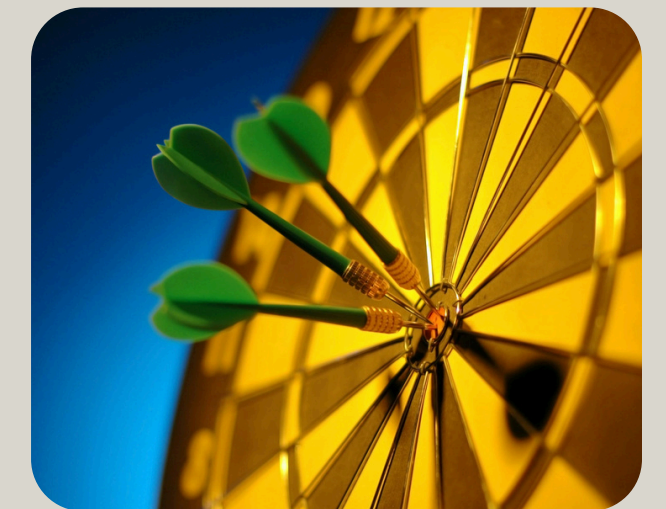


Your Growth Journey Starts Here.

2025



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Let's transform your outreach challenges into captivating solutions that set you apart. Whether you're a startup, an established business, or an individual with a passion project

Contact Today!

Siddhant Sali



Email Marketing Specialist

2025

THANK YOU



For Your Attention

**For More
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