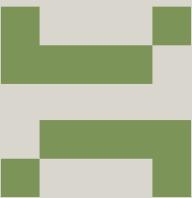


Siddhant Sali



Email Marketing Specialist

Email
Marketing



PORTFOLIO



2025

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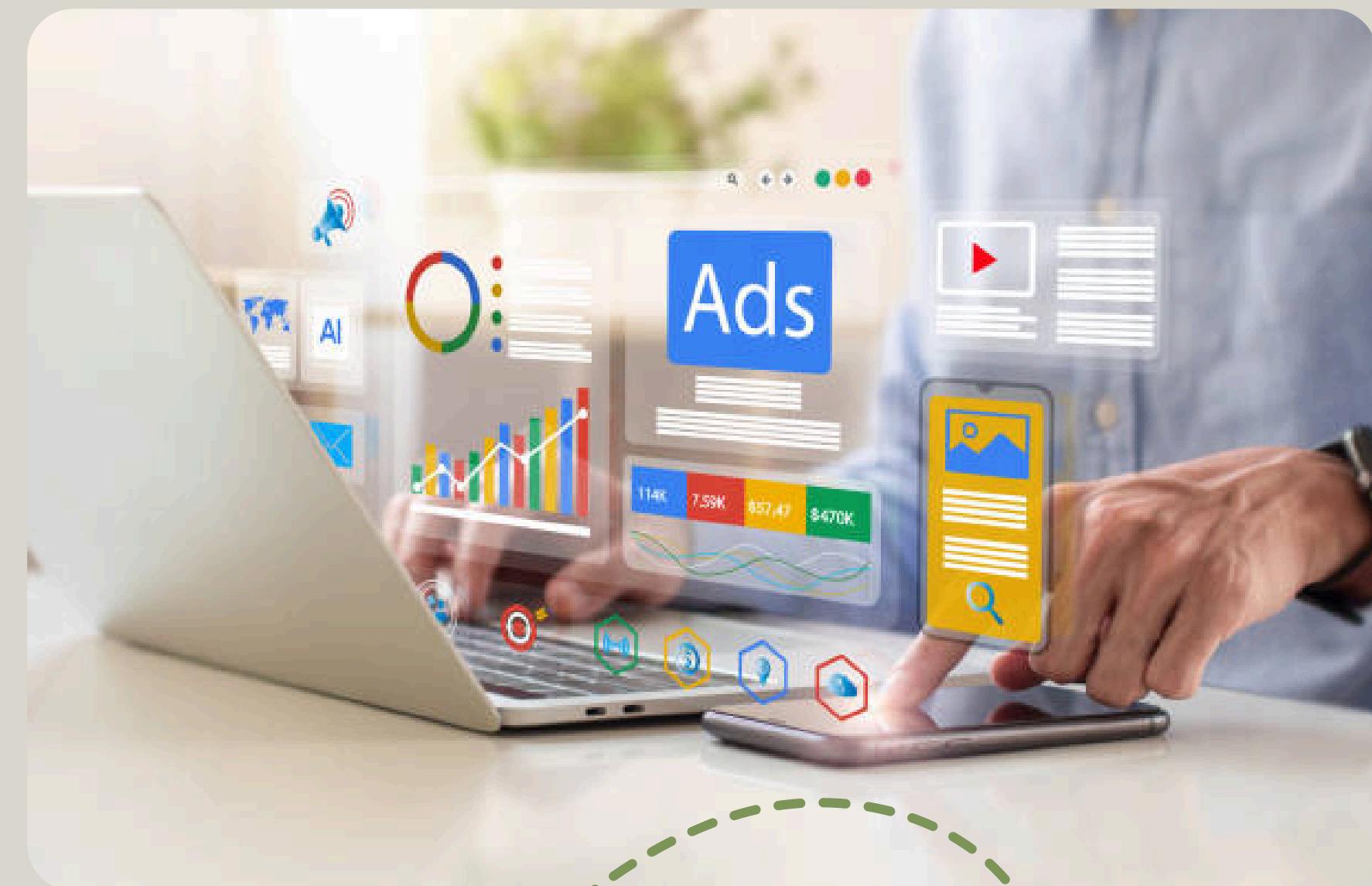


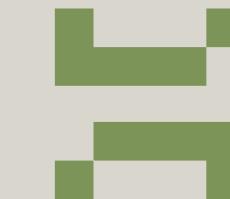
ABOUT ME

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

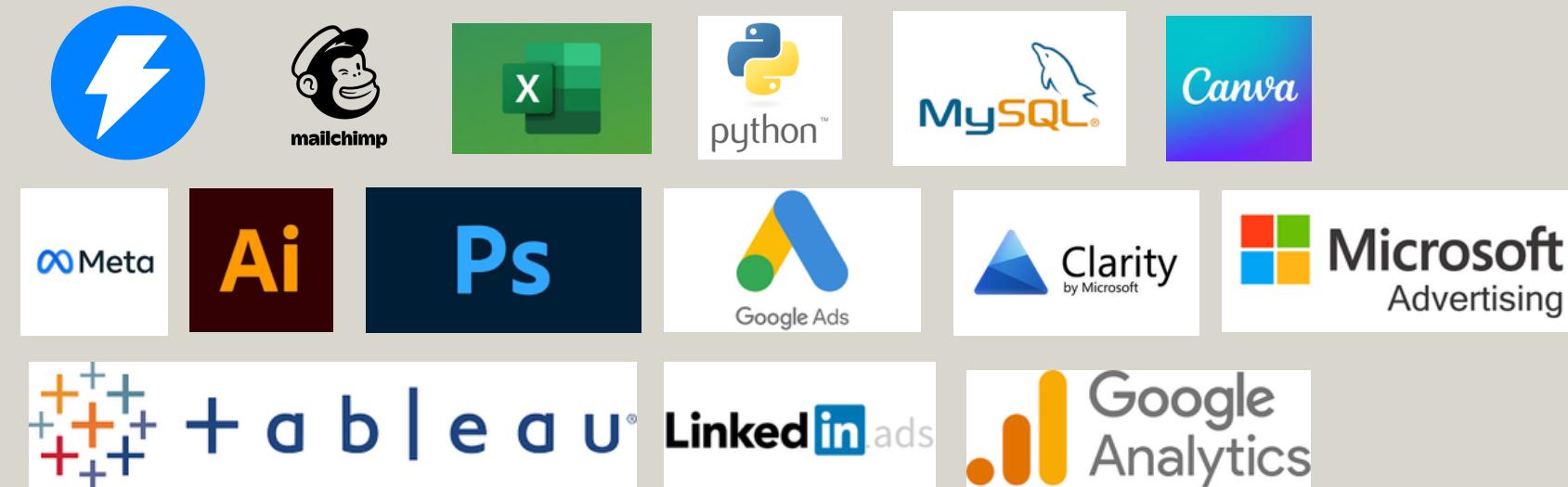
As an Email Marketer

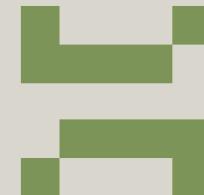
- Email Strategy & Planning
- Campaign Creation & Automation
- Copywriting & Personalization
- A/B Testing & Optimization
- List Segmentation & Management
- Reporting & Analytics

Design Skills:



Tech Stack & Expertise:



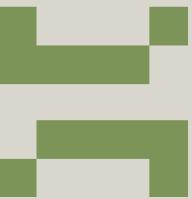


American Ratings: Global Business Verification Outreach

- 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.



Step 1

Open Rate

Variant	Open Rate
A {{companyName}} - Elevate Your Business ...	54.9%
B {{companyName}} - Gain Global Recognitio...	17.1%
C {{companyName}} - Strengthen Global Trus...	19.1%

+ Add variant

Subject Line Variants & Testing

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

Test Email

Send from: alex@american-rating...

Load data for lead: Select a lead...

Variables

sendingAccountName: Alex Hales

sendingAccountFirstName: Alex

trackingDomain: Enter variable

Email Preview

Send to: alex@american-ratingsusa.org Enter email address

Subject: - Elevate Your Business Verification - Migrate from Local Entity ID to the S Identity

Dear Team,

Your organization may already hold national identifiers - Entity ID, Tax ID, VAT, or GST, but these don't guarantee recognition or trust internationally. S Identity which is emerging standard for verified, credible enterprises.

Every company receives a secure digital trust code linked to verified credentials. Instantly recognized by clients, investors, and authorities worldwide, it strengthens your credibility and global reputation.

Exclusive Migration Offer - US \$1,500

- Full verification & certificate within 4 working days
- Priority listing in international verification directories

Benefits:

- Global recognition under a secure, verified identity
- Simplified government, financial, and B2B verifications
- Enhanced credibility for partnerships, funding, and international trade

Join the growing number of enterprises adopting the framework. Secure your organization's place in the next phase of international trust standards.

Warm regards.

Check Deliverability Score | Send test email

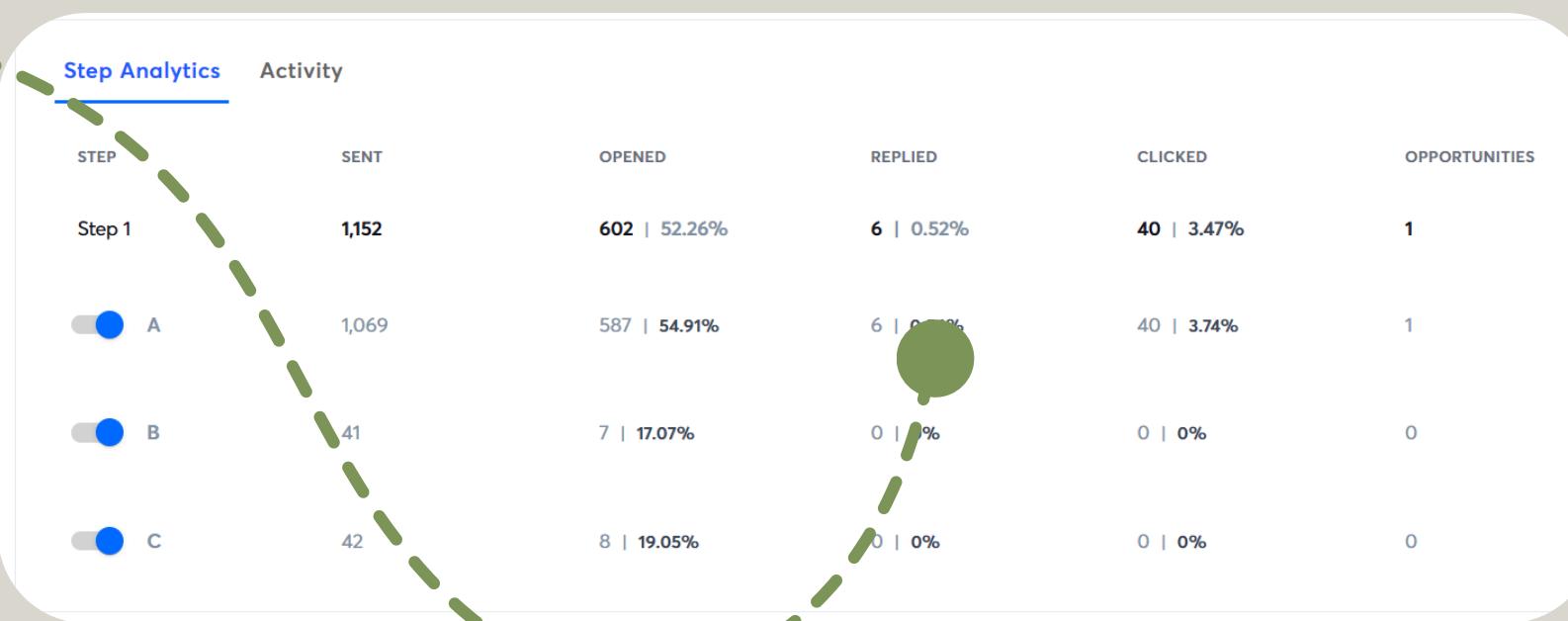
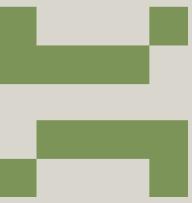
Subject Line Variants & Testing

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Hook

Offer

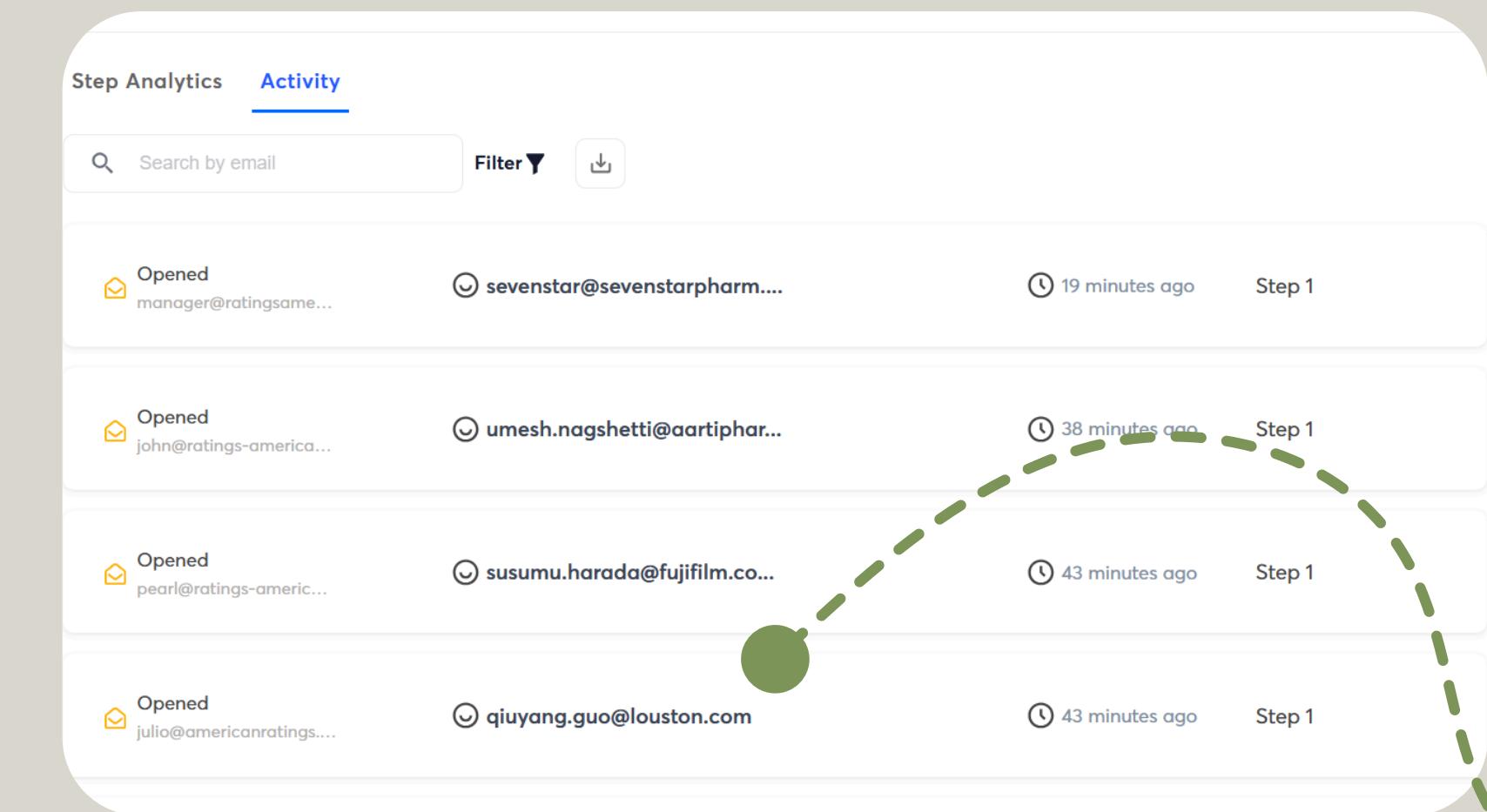
CTA Section



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

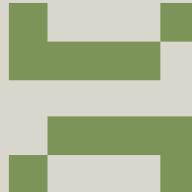
Performance Summary

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



Live Engagement Activity

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



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CLIENT FEEDBACK



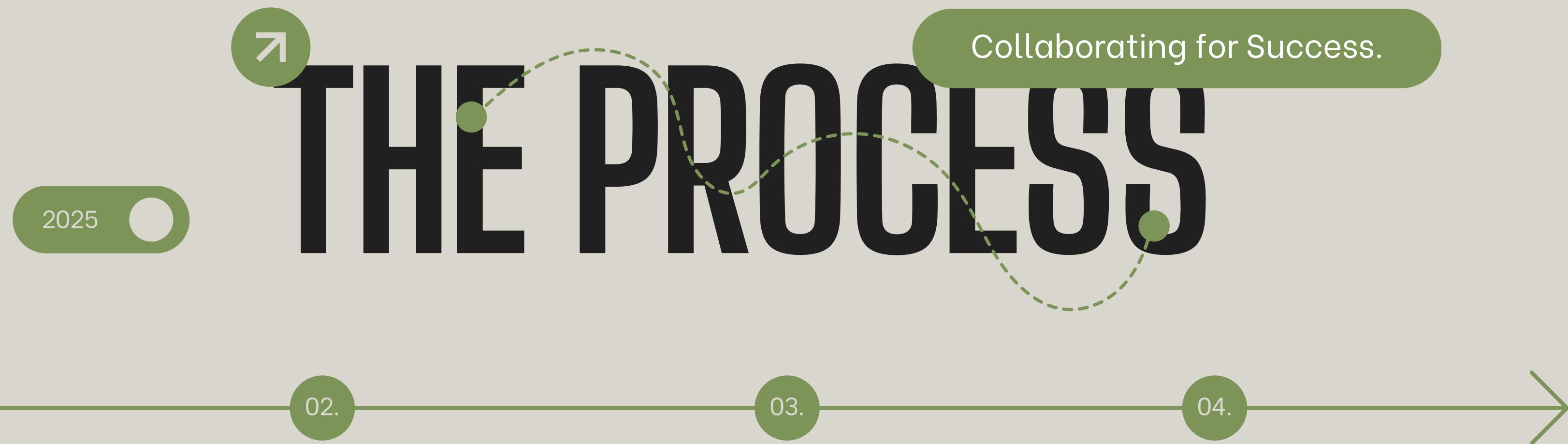
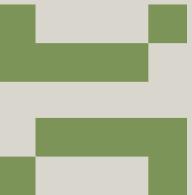
Clients Say About Me

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**



Discovery

In-depth consultation to understand your goals.

Ideation

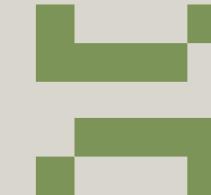
Brainstorming concepts tailored to your vision.

Execution

Drafting high-quality variants with precision.

Delivery

Ensuring timely completion with all necessary assets.



LET'S COLLABORATE

2025



Your Growth Journey Starts Here.

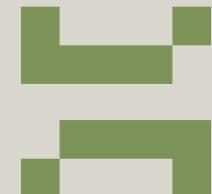


Let's transform your outreach challenges into captivating solutions that set you apart. Whether you're a startup, an established business, or an individual with a passion project

www.fiverr.com/s/BRL6rRG

Contact Today!

Siddhant Sali



Email Marketing Specialist

2025

THANK YOU



For Your Attention

For More
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