



# BLESSY MATHEW

## Email Marketing Specialist

### My Contact

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### Hard Skill

- Social Media Management
- Lead Generation
- Data Management
- Cross-Industry Collaboration
- Email Marketing Management
- Research and Analysis
- Task Management
- Interpersonal Skills
- Data cleansing
- Data Visualization
- SQL
- Google BigQuery
- Spreadsheets
- Data Collection
- Microsoft Power BI
- Python
- Microsoft Excel
- Data Ethics

### Soft Skill

- Observation
- Decision-Making
- Communication
- Multitasking
- Flexibility
- Attention to Detail
- Organization
- Time Management
- Problem-solving
- Analytical Skills

### Languages

- English (Fluent)
- Malayalam (Native)
- Hindi (Intermediate)
- Tamil (Basics)

### About Me

Dynamic professional skilled in customer care, virtual assistance, and email marketing, currently serving as a Business Development Executive and Email Marketing Specialist. Proficient in startup and established environments, with a strong analytical mindset across various functions. Passionate about extracting insights from data to drive strategic decision-making. Eager to transition into an analyst role to further develop my analytical skills. Let's connect and discuss how I can contribute to your team.

### Professional Experience

#### Equinox Research | Business Development Executive and Email Marketing Specialist

**2022 – Present**

Key responsibilities:

- Conducted extensive research on email marketing platforms, analyzing features, user feedback, and industry trends to make informed recommendations for platform selection.
- Oversaw the administration and optimization of automated email marketing platforms such as Klenty and Mailshake, actively managing responses and leads to enhance campaign effectiveness.
- Implemented robust lead generation strategies, sourcing and validating leads from diverse channels including LinkedIn, and meticulously organizing them in Google Sheets and Excel for streamlined follow-up.
- Leveraged task management tools like Google Keep and Excel to track daily activities, ensuring seamless coordination with team members and timely completion of projects.

#### Limitless Form Group | Customer Care Advisor and Virtual Assistant

**2020 – 2021**

Key responsibilities:

- Managed the company's social media presence by curating content, crafting posts, and engaging with the audience to boost follower growth.
- Spearheaded lead generation initiatives through targeted outreach on LinkedIn, collaborating closely with company founders to drive business growth.
- Maintained meticulous records and organized data using Excel, Google Sheets, and HubSpot CRM, ensuring efficient management of customer information and interactions.

### Education Background

- Cochin Institute of Science and technology  
*Bachelor of Technology in computer science*  
Completed in 2019 - 7.53 CGPA
- St George Higher Secondary School  
*Secondary Education - Science*  
Completed in 2014 - 87%
- St Mary's Higher Secondary School  
*SSLC (Secondary School Leaving Certificate)*  
Completed in 2012 - 95%