

ANANTHI .S

Email Marketing Specialist

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SUMMARY

I am Ananthi, with one year of experience in Email Marketing and Bulk Mailing processes. I excel in mailing and template creation and have effectively handled end-to-end product delivery. As a team player, I possess strong communication skills across all levels of development. I am adaptive to new campaigns and offers, and I am a self-starter with a solid understanding of business workflows.

EXPERIENCE

Email Marketing

EdirectSys

03/2024 - 02/2025 Chennai

EdirectSys specializes in providing email marketing services.

- Proficient in creating and managing email campaigns to drive audience engagement.
- Experienced with email automation tools and audience segmentation strategies.
- Knowledgeable in email analytics, A/B testing, and best practices to ensure optimal deliverability.
- Responsible for development to successful deployment in production.
- Working in Requirement or Changes based upon the client requirement. Worked on Product New Development, Bug fixing and server account deployment.

EDUCATION

Bachelor of Engineering in Computer Science

M.P.Nachimuthu M.Jaganathan Engineering College

04/2020 - 04/2020 Erode

Higher Secondary

Government Higher Secondary School

03/2015 - 03/2015 Vedaranyam

SSLC

Government Higher Secondary School

03/2013 - 03/2013 Vedaranyam

KEY ACHIEVEMENTS



Email Campaign Success

Led campaigns increasing open rates by 20% within one year.



Template Creation Lead

Developed 50+ email templates boosting audience engagement.



Automation Implementation

Implemented automation reducing manual efforts by 30%.



A/B Testing Expert

Conducted A/B tests improving click-through rate by 15%.

STRENGTHS



Goal Oriented

Goal oriented, Committed, Quick learner, Time management skill.



Communication Skills

Adaptive to environment & Good communication skill with team members.



Teamwork

Ability to work both in independent and collaborative.

LANGUAGES

Tamil
Native



English
Proficient



SKILLS

CSS

Email Marketing

HTML

Visual Studio

Visual Studio Code

PowerShell

Gmail

AB Testing