

Arpan Majumdar

Introduction

Hi MailerLite,



I'm Arpan, originally from Kolkata, India and currently based in Krishnanagar, about 120 km northeast of the city. Over the past 6+ years, I've worked remotely as a Marketing Manager for US-based startups, where one of my core focus areas—was Email Marketing.

[LinkedIn](#)

My Lifecycle Experience

Design Everest — Marketing Manager

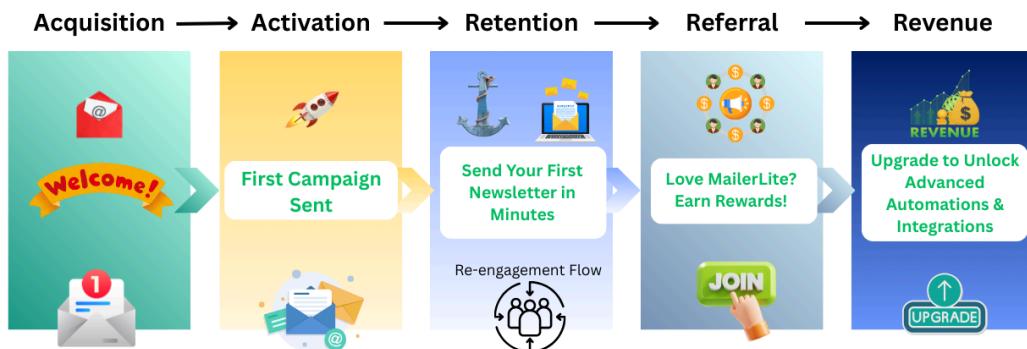
- Designed, launched & owned **drip/onboarding sequences** and nurture workflows (Brevo/Sendinblue).
- Ran and optimized **company newsletters** with segmentation, personalization, and send-time tests.
- Built **post-purchase review/feedback automations** that produced testimonials and reinforced retention.
- Drove **list hygiene & segmentation** to cut bounces and lift performance.

Rig Network (freeoilfieldquote.com) — Marketing Manager

- Operated & scaled **industry newsletters** for oilfield clients, improving deliverability and reducing bounces.
- Managed **supplier communication email systems** (transactional + relationship flows).

Toolbox: Brevo/Sendinblue, HubSpot, Snov, Mailercloud.

English email content: I have written, email content for all the newsletters and drip onboarding sequences that I owned and operated in Design Everest. In Rig Network, I was also responsible for B2B sales operations, I have written direct emails and texts to clients and suppliers.



Ideal Lifecycle Program

Acquisition

Transforming free sign-ups into active users through welcome emails, onboarding checklists, and prompts for their initial campaign. Tailoring the experience based on user roles (freelancers, agencies, SMBs, creators) to ensure onboarding is pertinent from the very start.

Activation

Encouraging essential first actions—such as sending a campaign, setting up an automation, or importing a list. Implement triggered, step-by-step emails that celebrate achievements and provide links to tutorials, templates, or support resources. Connecting these directly to product milestones (e.g., "You've created your list—now go ahead and send your first newsletter").

Retention

Establishing routines through educational series, tips on deliverability, showcases of templates, and prompts for feature adoption. Re-engaging users who are inactive and initiate win-back campaigns for those at risk of churn. Supporting deliverability with reminders for checks like domain verification.

Referral

Utilizing happy customers to promote your service. Emphasizing the affiliate program, provide incentives, and showcase success stories from the community (e.g., "Enjoying MailerLite? Refer your friends and earn rewards").

Revenue

Converting free and lower-tier users into higher-tier plans. Sending upgrade notifications when users are approaching usage limits ("You're close to reaching your subscriber cap—consider upgrading") and highlighting upsell opportunities based on features like advanced automations, white-label options, and enhanced reporting.

Values

The Value System I abide by that drives me as a person in personal and professional life:

- Honesty - I think this is the most basic need to function as this forms the basis of any relationship by creating trust between the people involved.
- Respect - I feel one should respect one and all, irrespective if it's a living being or non-living being.
- Doing right by everyone I meet - Treating everyone the right way I feel another basic need. One is tested when someone in need asks for help, what one does in that moment defines them.
- Being Fair/ Equality - I feel that it is a very difficult to be fair and equal to all at all moments of life. It is for us to strive to be fair and equal.

For me these individual values together encompass all aspects of my life.

A time I realized I might be wrong

At Design Everest, for sending out the first few newsletter campaigns for B2C audience, I conducted research on the best times to send them. As per the research, Tuesday, Wednesday, and Thursday mornings were optimal, with Tuesday at 10 a.m. being the best time. However, after testing several campaigns at different times, I found that Thursday evening (4-6pm) consistently yielded the highest engagement for our audience.

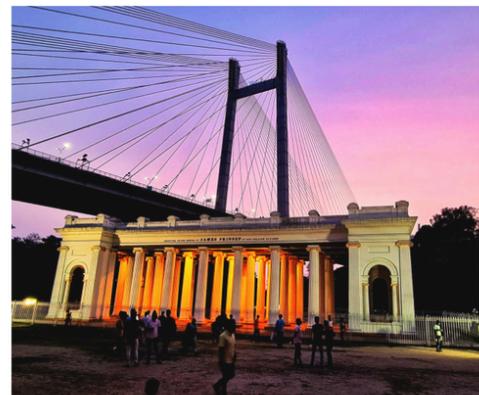
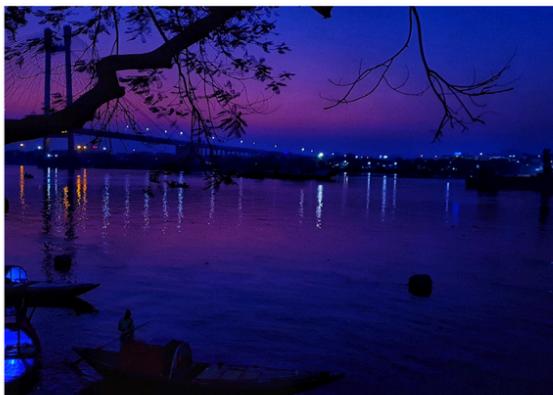
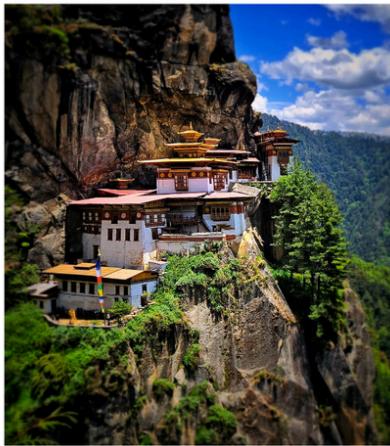
When I implemented this knowledge at Rig Network (freeoilfieldquote.com), I realized that B2B audiences reacted differently. For them, the timing was significantly less important. What truly mattered was clarity and relevance—our newsletter had a clear messaging with easy-to-read text and one Google Sheet link. In contrast to B2C, where timing and design are more impactful, B2B readers prioritized efficiency: they preferred content that they could quickly skim through and respond to without any distractions.

Personality Test

In my Enneagram personality test, I most closely identify as a **Type 3, The Achiever**, with a **3w2 wing**. This combination closely matches how I approach my work. As a Type 3, I am ambitious, flexible, and driven by measurable outcomes. I enjoy setting goals, tracking progress, and refining strategies until I see clear results, whether it's improving email deliverability, increasing engagement, or optimizing lifecycle flows.

The 2-wing complements this drive with a genuine focus on collaboration and service. At **Design Everest**, for example, I not only designed and executed drip campaigns and newsletters, but also built feedback loops through post-purchase review automations—helping both the business and our customers succeed. While, at **Rig Network**, I not only streamlined newsletters and supplier communications, keeping them simple, clear, and actionable for a B2B audience. I also worked at B2B sales operations, even handling some of the sales myself as we were short-staffed. Both roles reflect my Achiever side—delivering results through experimentation and optimization—while also showing my 2-wing, where I engage with teams and customers to build solutions that are practical, supportive, and easy to use.

Together, this 3w2 profile captures how I balance ambition with empathy: striving for excellence, while helping others move forward with clarity and confidence.



My Spark for Joy

Travel and planning for that travel always makes me smile. Deciding where to travel next, is something I look forward to always. I got married last year in November. I got a partner to travel and she has a bigger travel bug than me. This year we are traveling to Goa, India and Seychelles during our festive season.

Another "Spark of Joy" of mine is capturing landscapes. I like the simplicity of just using my phone to capture these shots. Seeing a

landscape scene comes to life makes me happy. I have shared a few shots—hope you enjoy them!

I always enjoy a good company be it my family or close friends, being able to just be able to spend time or be able to celebrate special occasions is something I cherish deeply.

Job application for MailerLite

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India

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