

# Abdul Javid

## Campaign Manager



A multi-faceted marketing professional accustomed with proven email marketing skills; targeting challenging and rewarding opportunities in **Digital Marketing** assignments with an organization of repute.

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### Executive Profile

- A result-oriented, energetic professional offering nearly **10 years** of extensive experience in creating compelling email content, including subject lines, body copy, and call-to-action (CTA) buttons, **Google Analytics and other data analysis tools** to track and measure email campaign performance
- **Possess in-depth expertise in the areas of** managing email subscriber lists, segmenting them based on various criteria such as demographics, preferences and so on
- Collaborating with marketing teams to develop an email marketing strategy aligned with overall marketing goals
- **Hands-on expertise** in identifying target audiences, determining campaign objectives, and planning the content and frequency of email campaigns
- **Wealth of expertise entails ramping up** projects with personalization techniques like dynamic content and personalized recommendations may also be employed
- **In-depth knowledge of** marketing automation, data validation, A/B testing, and digital marketing techniques
- Excellence in conducting email marketing metrics, such as **open rates, click-through rates, conversion rates, and unsubscribe rates**

### Key Impact Areas

Lead Generation	Content Design/ Direct Mail Marketing
Data Management	Marketing Automation
Display Advertising	Campaign Management
Digital Communications	Client Engagements

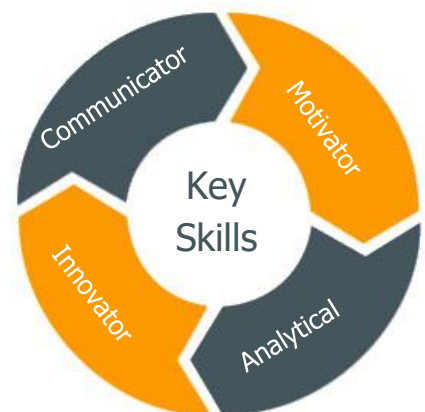
### Education

- B.E. (Computer Sciences), Dhaanish Ahmed College of Engineering, Tamil Nadu, 2013
- 12<sup>th</sup>, Tamil Nadu State Board, Tamil Nadu, 2009
- 10<sup>th</sup>, Tamil Nadu State Board, Tamil Nadu, 2007

### Achievements

- Team of the Year Award, 2021, 2022, 2023 for outstanding team performance
- Productive Mailer 2017, for dedication, zeal, and competence as an upcoming shining star in email marketing
- Emerging Performer 2016, as a standout up-and-coming performer
- Debut Performer 2015, for representing exceptional eagerness and proficiency as an emerging performer

### Soft Skills



### Technical Skills

- CRM Systems
- Zoho CRM
- Omnisend
- Hubspot
- MailChimp
- HTML and CSS
- Microsoft Office
- SEO and SEM
- Word Press
- Lead Generation

## Professional Experience

Jun'14- Till Date, Genxlead Solutions Pvt. Ltd. | Chennai

Jul'20- Till Present | as Team Lead

Jan'19 – Jun'20 | as Email Automation Specialist

Jun'14 – Dec'18 | as Email Marketing Specialist

### Key Result Areas:

- ➊ Leveraging Zoho CRM, Hubspot, Omnisend, Ecomail, MailChimp, SparkPost, and more platforms to execute email marketing strategies
- ➋ Generated performance reports, providing data-driven insights to **stakeholders**.
- ➌ Analyzing **email marketing metrics** and providing insights to improve campaign performance
- ➍ Applying **A/B testing methodologies** to refine email content, subject lines, and designs
- ➎ Utilizing marketing **automation tools** to create custom-made and targeted email campaigns
- ➏ Managed and maintained **email lists** to ensure accurate and up-to-date customer data
- ➐ A Strong working knowledge of social media platforms such as **LinkedIn, Facebook, Instagram, and Twitter** are essential. This includes building pages, creating posts, and preferably engaging in search and display advertising.
- ➑ Implemented marketing **automation strategies** to streamline campaigns, enhance efficiency, and improve lead-nurturing processes
- ➒ Segmented customer database based on demographics, behavior, and preferences to deliver **personalized and targeted marketing campaigns**
- ➓ Generated comprehensive reports on email campaign performance, **including key metrics and ROI** & provided clear and **actionable insights** to stakeholders and management, highlighting areas of success and opportunities for improvement
- ➔ **Reviewing former campaigns** to ascertain areas of strength and weakness, which could inform subsequent outputs
- ➕ Designing and executing effective email marketing campaigns, **driving customer engagement**, and achieving marketing objectives
- ➖ Execute multiple interrelated live **events, webinars, and sales outreach** initiatives with superior attention to timely output and error-free deliverables
- ➗ Steering **opt-in/opt-out processes**, including unsubscribe requests, and confirming accurate sender information and transparent disclosure of promotional content
- ➘ Ensuring compliance with email marketing regulations, such as the **CAN-SPAM Act, GDPR, CASL, PECR**, and Privacy Shield Framework
- ➙ Monitored key email marketing metrics, identified trends and challenges, and made data-driven decisions.
- ➚ Implemented and maintained quality assurance measures to ensure compliance with industry best practices.
- ➛ Engaging with cross-functional teams, including marketing, design, and sales, to **align email campaigns** with broader marketing strategies and objectives
- ➜ Optimizing email campaigns and leading data validation to ensure accurate and up-to-date subscriber information
- ➝ Integrated with external databases and custom API solutions to enhance campaign effectiveness.
- ➞ Staying up-to-date with industry trends and emerging technologies in email marketing
- ➟ Successfully handled multiple projects, ensuring alignment with global marketing strategies

## Certifications

- ➊ Diploma in Digital Marketing (Completed in 2021)
- ➋ CCNA and CCNP (Completed in 2014)



### Personal Details

**Languages Known:** English and Tamil

**Address:** Chennai, Tamil Nadu, India