

GOWTHAM RAVICHANDRAN

Digital Marketer

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PROFILE

Strategic Email Marketing Specialist renowned for designing high-impact, data-driven campaigns that elevate engagement and drive business success. Expert in integrating Artificial Intelligence to pioneer cutting-edge marketing solutions, backed by Python programming skills in automation and analytics. Influential blogger illuminating digital trends, AI applications, and modern marketing strategies.

WORK EXPERIENCE

EMAIL MARKETING EXECUTIVE

Genxlead Solutions Pvt Ltd, Chennai

June 2023 - Present

- Designed and executed high-impact content marketing campaigns through email, driving an increase in customer engagement and lead generation.
 - Spearheaded the development and implementation of data-driven email marketing strategies, leveraging segmentation, A/B testing, and personalization to boost open rates and click-through rates.
 - Collaborated with cross-functional teams (e.g., design, content, and analytics) to create cohesive digital marketing campaigns, optimizing performance through tools like Mailchimp, HubSpot, and Google Analytics.
 - Monitored and analyzed key performance indicators (KPIs) such as conversion rates, ROI, and customer retention, providing actionable insights to refine strategies and improve overall marketing effectiveness.
 - Ensured compliance with email marketing regulations (e.g., CAN-SPAM, GDPR), maintaining a 99% deliverability rate and minimizing unsubscribe rates through audience targeting and content relevance.
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CERTIFICATIONS

Email Marketing, HubSpot Academy

Feb 2025 - Mar 2027

Prompt Engineering: How to Talk to the AIs, LinkedIn

Mar 2024

EDUCATION

The Kavery Engineering College, Salem

2019 - 2023

B.E. - Computer Science and Engineering

CGPA - 8.45

Paramveer Matric Higher Secondary School, Dharmapuri

2017 - 2019

Higher Secondary Certificate

Percentage: 77.2%

Sri Vinayaga Matric Higher Secondary School, Dharmapuri

2016 - 2017

Secondary School Leaving Certificate

Percentage: 94.4%

SKILLS

- Customer Relationship Management (CRM)
 - Email Marketing
 - Marketing Campaign Design
 - Search Engine Optimization (SEO)
 - Google Search Console
 - Google Analytics
 - Blogging
 - Mailchimp
 - Hubspot
 - Google Workspace
 - Microsoft Office
 - Prompt Engineering
 - HTML/CSS
 - Chrome Dev Tools
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