

# Laxman Choudhary

Digital Marketing Executive | Email Marketing & Lead Generation Specialist

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## Professional Summary

Experienced Digital Marketing Executive specializing in email marketing, B2B lead generation, and data-driven campaign optimization. Passionate about increasing CTR, engagement rates, and generating high-quality leads through strategic email marketing.

## Skills

- Email Marketing & Automation: Executed automated campaigns to boost engagement.
- SMTP Lead Generation: Generated and managed leads via SMTP tools.
- B2B Demand Generation: Drove qualified B2B leads through targeted campaigns
- CTR Optimization: Improved click-through rates through content and CTA optimization.
- Data-Driven Campaign Management: Optimized campaigns using performance analytics.

## Experience

### Digital Marketing Executive

ON DIRECT MARKETING SERVICES LLP | Pune, Maharashtra

Aug 2023 - Present

- Executed & optimized high-volume email campaigns targeting global B2B clients.
- Tracked & improved CTR, open rates & engagement using email marketing tools.
- Generated & qualified leads to drive business growth & sales conversions.

### Research Analyst - Data Practice

ON DIRECT MARKETING SERVICES LLP

Aug 2022 - Aug 2023

- Conducted in-depth research to identify potential leads.
- Developed strategies for effective data segmentation.

### Subject Matter Expert

IGT Solutions

Jun 2021 - Feb 2022

- Managed a team to improve workflow efficiency.
- Provided training and guidance on best practices.

## Education

- Master of Business Administration (MBA), Finance & Financial Management Services  
College: MIT Academy of Engineering, Alandi.
- Bachelor of Commerce (BCom)  
University: Savitribai Phule Pune University

**Declaration:** I hereby declare that the information provided above is true to the best of my knowledge and belief.