# SATHYAMOORTHI D - EMAIL MARKETING EXECUTIVE

### CONTACT

Sathyam311515@gmail.com

7010342754

130, Puduvalasu, Kunnathur - 638103

## **OBJECTIVE**

Aspiring email marketing specialist professionals with a strong background in digital marketing and a passion for creating engaging email campaigns are seeking a mid-level position to learn and grow in the email marketing industry.

#### **EXPERIENCE**

*July 2021 - December 2022* 

### · Email Marketing Executive

Webberax - Chennai

- o Experience in promotional email campaign creation to promote products or services
- Well versed on PMTA / Postfix SMTP server
- o Sending bulk emails to all ISP subscribers: Yahoo, AOL, Gmail, ATT, Hotmail, etc
- Managing email service provider accounts like SendGrid, Netcore cloud (Pepi post), Spark post & SMTP
- Knowledge of privacy law, CAN-SPAM act, and GDPR requirements
- o Analyze email campaign results, monitoring and executing email marketing strategies.
- Monitored key performance metrics such as open rate, click-through rate, bounce rate, unsubscribe rate.

## October 2023 - Present

# • Email Marketing Executive

The Knowledge Academy - Bengaluru

- Experience with email CRM tool: HubSpot
- Handling the clients majorly from the US, UK and Middle east regions
- Managing the whole campaign modified the necessary things which are based on the campaign results
- Taken care of responses from the customers and segmented the pipeline accordingly as
  Deals, Leads and prospects
- Those pipelines are transferred to the sales team

#### **EDUCATION**

2021

• BE CSE

Nandha Engineering College - Erode 82%

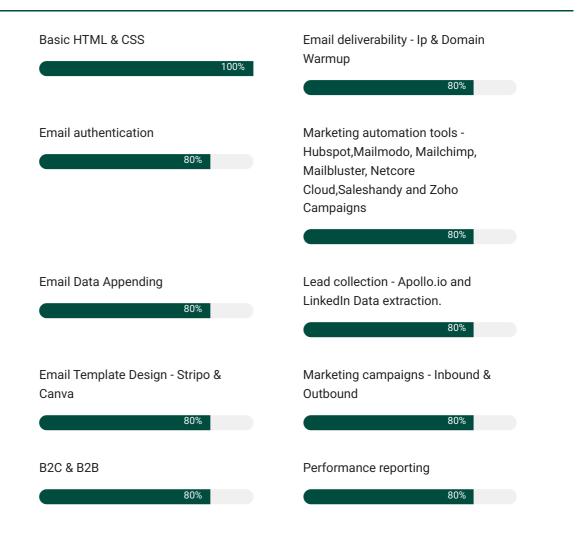
2017 • 12th Standard

2015

• 10th Standard

NRKN High School - Kunnathur 96%

# **SKILLS**



## LANGUAGES

- Tamil
- English

## **DECLARATION**

• I declare that all the facts given above are genuine to the best of my knowledge and belief.

# LINKEDIN

• https://www.linkedin.com/in/sathyamoorthi-d