

# Gaurang Nagar

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With over a 1+ year of experience as a B2B Email Marketing Specialist, I have a strong track record of delivering significant results, including increasing my US client's revenue from \$6,000 to \$11,700 within 6 months. My strategy revolves around meticulous segmentation and personalization to enhance click-through rates and conversion rates, while also achieving consistent list growth. Crafting engaging email and LinkedIn messages is a core strength, and I have a knack for creating appealing landing pages in both WordPress and HTML. I am dedicated Customer Support (CRM) also to the continuous improvement of all email key performance indicators (KPIs), with a particular focus on optimizing deliverability and reducing opt-out and unsubscribe rates.

I'm well-versed in using email marketing automation tools like Campaign Monitor, Klaviyo, Mailchimp, Clever Tap, GetResponse, Photoshop, Klaviyo, SendGrid & Power BI.

## EXPERIENCE

### Email Marketing Specialist

Sep 2022 - Present

Saglus Software Pvt Ltd, Kota Rajasthan

- \* Expertly managed digital and email marketing campaigns for over 1 year, showcasing proficiency in maintaining and executing calendars for assigned clients.
- \* Developed result-driven email templates using HTML/CSS, ensuring compatibility testing on platforms like Email on Acid. Contributed to visually appealing campaigns.
- \* Implemented A/B test plans for email campaigns, consistently improving performance and conversion rates. Regularly measured and reported on campaign performance, aligning with specific client objectives.
- \* Assisted in digital marketing, including automation campaigns, retargeting ads, and list clearing. Collaborated effectively with production teams, emphasizing a data-driven and client-centric approach.

### Data Entry

Dec 2021 - Feb 2022

Us Clients, Kota Junction Rajasthan

I will be responsible for data entry and analysis of sales reports using Power BI. My primary task will involve creating comprehensive Excel reports for each company operating in both the USA and Europe.

## EDUCATION

### Bachelor of Technology (B.Tech.) - Electrical Engineering

Apr 2016 - Sep 2020

Modi Institute Of Technology, Kota Junction Rajasthan, Kota

### High School Diploma - Science

Apr 2014 - Apr 2015

Central Academy School, Kota Junction Rajasthan, Kota

## SKILLS

**Expert in:** Email Marketing Campaigns, Customer Support, Social media marketing, CRM systems, Email/SMS forecasts, Looker

