



CONTACT ME

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💻 Bishal-Gupta

📍 BTM 2nd Stage,
Bangalore

EDUCATION

ENGLISH HONORS

Sam Higginbottom Institute of
Agricultural & Science
2013 - 2016

COMMERCE

Siliguri Hindi High School
2010 - 2011

CERTIFICATION

- HUBSPOT INBOUND MARKETING CERTIFIED
- HUBSPOT EMAIL MARKETING CERTIFIED
- RESPONSYS ESSENTIAL EXPERT - 2023

SPECIALIZATION

- Campaign Workflow Design
- Email Campaign Management
- Market Analysis
- Account Management
- Email Template Creation
- DNS Management

Bishal Gupta

EMAIL MARKETING SPECIALIST

I am an Email Marketing Specialist with over 7 years of experience in advertising. My work focuses on High Inbox Email Delivery, Generating Sales Qualified Leads, and Campaign Management. I have hands-on experience in managing Email Automation platforms like Responsys, Mailchimp, Active Campaign, Klaviyo, EasySentry Pro, Aritic, and Adestra.

WORK EXPERIENCE

Expert Service Associate

Oracle Corporation

May 2021 - Present

- Interpret, build upon, and comply with company quality assurance standards.
- Client onboarding, Website Audit, Email Marketing Audit.
- Offering feedback for the betterment.
- Identify training needs and take action to ensure company-wide compliance.
- Ensuring that standards and safety regulations are observed for all the campaigns.
- Addressing and discussing issues and proposed solutions with superiors.
- Inspection of a campaign to confirm quality conformance to specifications and quality deliverables.
- Assist operations and local quality functions in tracking, documenting, and reporting.
- Working closely with a campaign specialist team to improve the QA process of campaigns.

Campaign Management Executive

Uplers Solution Ltd.

Apr 2020 - Jan 2021

- Client onboarding, Website Audit, Email Marketing Audit.
- Managing end-to-end Email Campaigns for clients in the US and Europe region.
- Assist in marketing automation campaigns, retargeting ads, list clearing, and more aspects of digital marketing.
- Using multiple Email Marketing Platforms like Mailchimp, Active Campaign, Klaviyo, and Adestra for campaign deployment.
- Diligently the following checklist to ensure the campaigns are delivered right and are result-driven Concept, code (HTML/CSS), and test email templates for campaigns using EmailonAcid.
- Maintaining and executing email marketing calendar for clients assigned, including ideation and concept of campaigns, building or getting emails &/or Landing pages built, segmenting lists, deploying campaigns, and reporting results.

TECHNICAL SKILL

- Email Marketing Application.
- SMS Marketing Application.
- Marketing Automation Application.
- Amazon Web Services.
- DNS Management.
- Helpdesk, CRM, HRM.
- Befree, Stripo Email.
- HTML, CSS (Basic).

OTHER SKILL

- Team Management.
- Team Lead.
- Strategic Planning.
- Good and Strong Learner.
- Microsoft Word.
- Microsoft Excel.
- Microsoft Powerpoint.
- Photoshop.
- Marketing Research.

Declaration

I thus announce that the majority of the data outfitted over will be genuine to life those best of my learning and faith.

WORK EXPERIENCE

Associate Campaign Management

Valuefirst Digital Ltd

Sep 2019 - Apr 2020

- Organized promotional event under budget.
- Adjusted print media design to match digital standard
- Ensure Email Messages Has Sent In Proper Form & Template
- Met legal requirements such as CAN-SPAM and GDPR
- Conducted testing across the major domains to ensure deliverability
- Maintain campaign process and program documentation.
- Dealing with all aspects of a campaign & Monitoring exceptions daily.
- Created content for email marketing campaigns using EasySendy Pro, increased paid customer base.
- Analyzed email performance and implemented usability enhancements to improve overall user experience

Campaign Specialist

DataAegis Pvt Ltd.

Sep 2016 - Jun 2019

- Reviewing HTML Email Templates.
- Planning & Executing End To End All Campaigns.
- Ensure Email Messages Has Sent In Proper Form & Template
- Spam Issue Solving On Creative/ Reputation Aspects
- Creating segments based on the list logic.
- Performing Email Optimization Using Tools Like MX Toolbox Spamhaus, Mail-Tester, Sender Score
- Domain and IP Set-up (including RDNS Setup, Go, Daddy, CloudFlare, Namecheap, SPF DKIM & DMARC Configuration)
- Post-deployment reports: Open, Click, Hard bounce, Soft bounce, Unsubscribe, Pass through

Bishal Gupta