

# **SANJAN EMMANUEL SAMUEL**

## **Marketing Manager**

F292, AWHO Dinesh Vihar, Thalambur Link Road, Thalambur, Chennai – 600130  
Ph: 9962186053 (or) 6369419049 | Samuel-sanjan1@hotmail.com

## **SUMMARY**

Results-oriented Marketing Manager with proven expertise in customer database management, email marketing, and digital engagement. Experienced in creating effective email campaigns and product updates to boost retention and conversions. Skilled in software and website testing, with working knowledge of SEO, social media marketing, and Operational Security practices. Combines analytical thinking with creative execution to drive impactful results.

## **WORK EXPERIENCE**

### **Marketing Manager**

#### **SearchBlox Software Inc. (Remote) — December 2019 – May 2025**

- Managed and maintained a large customer database, executing targeted email campaigns that enhanced engagement and customer retention.
- Created and optimized email templates, follow-up sequences, and product update communications, resulting in improved open and click-through rates.
- Oversaw functional and usability testing of websites and marketing software to ensure a seamless user experience.
- Led and coordinated with an external SEO team to implement effective strategies, achieving measurable improvements in website rankings and organic traffic.
- Maintained Operational Security (OpSec) standards in managing customer data and digital assets.
- Analyzed campaign data to deliver performance insights and guide ongoing marketing efforts.

### **Front-End Technical Support**

#### **Tech Mahindra, Chennai — June 2018 – November 2019**

- Assisted customers in troubleshooting internet connectivity issues, providing step-by-step support and clear communication.
- Diagnosed basic technical problems and guided customers through solutions to ensure minimal downtime.
- Escalated complex or critical issues to internal technical teams for further investigation and resolution.

- Maintained detailed records of support interactions and followed up to ensure issue resolution and customer satisfaction.
- Demonstrated strong problem-solving skills and a customer-first approach in a fast-paced support environment.

## **Public Relations Intern**

### **Prism PR, Chennai – December 2016 – February 2017**

- Drafted press materials, supported campaign execution, and monitored media coverage.
- Developed an understanding of PR strategy, brand communication, and stakeholder engagement.

## **SKILLS**

<b>Marketing &amp; Communication</b>	<b>Technical &amp; Analytical</b>	<b>Additional Knowledge Areas</b>
<ul style="list-style-type: none"> <li>• Fluent in English (Written &amp; Verbal)</li> <li>• Email Marketing &amp; Automation</li> <li>• Customer Database Management</li> <li>• Product Update Campaigns</li> <li>• Public Relations Support</li> </ul>	<ul style="list-style-type: none"> <li>• Website &amp; Software Testing</li> <li>• A/B Testing &amp; Campaign Optimization</li> <li>• Operational Security (OpSec) Awareness</li> <li>• Basic HTML/CSS for Email Templates</li> <li>• Campaign Performance Analysis</li> <li>• Hardware troubleshooting</li> <li>• Adobe Photoshop CS6</li> <li>• Web Research &amp; Information Gathering</li> </ul>	<ul style="list-style-type: none"> <li>• SEO Fundamentals &amp; Strategy Coordination</li> <li>• Automotive Industry Knowledge</li> <li>• Customer Support &amp; Issue Escalation</li> <li>• Client Communication &amp; Follow-Up</li> </ul>

## **EDUCATION**

**Bachelor of Arts in Journalism (B.A) - Madras Christian College, 2017**

## **CERTIFICATIONS**

---

- Write Professional Emails in English – Georgia Institute of Technology (Coursera)
- Use Mailchimp to Build an Email Marketing Campaign – Coursera
- Introduction to Cyber Security (2 Hours Crash Course) – Udemy
- The Complete Digital Marketing Guide (24 Courses in one) – Udemy
- Project Risk Management – Udemy

## **PROJECTS & EVENTS**

---

### **OIT Virtual Summit – Colorado State, USA (Online)**

- Represented SearchBlox Inc. at a virtual international tech event by welcoming attendees, answering product-related queries, and ensuring a smooth booth experience.
- Provided live explanations of product features to a global audience in a professional, engaging manner.

## **LANGUAGES**

---

- English – Fluent
- Tamil – Less fluent
- Hindi – Read
- French – Basic

## **INTERESTS**

---

- Automotive technology and trends
- Photo editing
- Online community engagement
- Web research and tech troubleshooting
- Exploring digital tools and productivity apps

## **REFERENCES**

---

**1.** Mr. Sanjay Pinto  
Advocate, Madras High Court, Columnist,  
Author, Public Speaking mentor & Former  
Resident Editor,  
NDTV 24 X7  
Ph: 9840091547

**2.** Mr. Hawkins Prabhakar  
Businessman, UK / India  
Ph: 7899743435