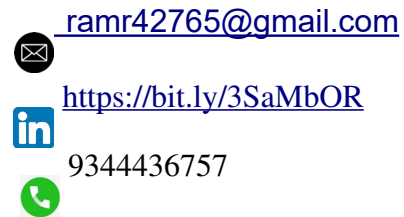


B. RAMESH

EMAIL MARKETING EXECUTIVE



Career Objective

A motivated digital marketing specialist having excellent email marketing development, email deliverability, and strategy seeking a senior position in an ambitious company with no fear of future trends and technology

Professional Summary

- Strong understanding of effective digital marketing principles.
- Have a solid understanding of Email Deliverability Management, IP & Domain Reputation, Whitelist, and blacklist, Email Authentication Setup, Email Best Practices, ISP Feedback loop and Postmaster tool, A/B testing, Opt-In strategy
- Monitored and managed IP and domain reputation to ensure 100% email deliverability.
- Good knowledge and experience in Marketing automation, Campaign execution, IP warming, PowerMTA, Mail chimp, Sendin Blue, and Benchmark Emailing.
- Strong knowledge of Spam Rules & Spam Traps, CAN-SPAM, CCPA, GDPR associated characteristics.
- Good Experience in email authentication methods (SPF, DKIM, DMARC).
- Hands-on experience with HTML and CSS content management systems.
- Ability to use databases for productive lead generation
- Well Experience in Cheetah Digital Automation tool and Domestic campaigns.
- Overall I have experience in email automation tools like Mailchimp, Active Campaign, Cheetah Digital, and Bee Free – Designing Tool.

Academic Profile

- ★ B.Sc (CS) - 2017 - 2020 Nandha Arts and Science College, Erode, Tamil Nadu.- 75%
- ★ HSLC - 2015 to 2017 Government Higher Secondary School. Lakkapuram.- 87%
- ★ SSLC - 2013 to 2015 Government High School. Kaspapettai. - 93%

Work Experience

EMAIL MARKETING EXECUTIVE

ADCANOPUS DIGITAL (April 2023 - at Present)

- In Adcanopus we provide good leads for domestic campaigns
- Have a Good Experience in Cheetah Digital Automation Tool and Domestic campaigns, Email Content with best practices.
- Create Email Marketing Creatives, Campaigns, CTA Buttons, Subject Lines, and Sender Names campaign-wise.
- Analyzing and optimizing our segment Campaign wise and Creating new segments for every campaign to generate revenue.
- Conducting A/B Testing to Find the performing Assets
- Well experience in campaign analyzing and monitoring like, A/b testing, Open ratio, Click ratio, conversion rates, Email Best Practices, and Domain inboxing to use Warming Methods

EMAIL MARKETING SPECIALIST

WEBBERAX (October 2020 – April 2023)

- Create email marketing campaigns to promote products or services.
- Using an IP warming method to warm UP IP, then using that IP to an email production.
- Expertise in Email Deliverability. Product Analyst with excellent skills in email strategy, planning, designing, developing email campaigns, and email automation.
- Monitoring the deliverability KPI metrics, IP blacklist, spam trap, DNS issue, and bounce logs.
- Analyzes email delivery from Email Service Providers (i.e.: Yahoo, AOL, Hotmail, Cables, Gmail.) to identify and troubleshoot inbox delivery issues.
- Initiated A/B testing on subject lines, calls-to-action, and headlines that increase open rates and customer engagement.
- Analyze email campaign results including the audience, offers, creativity, deliverability, open rates, CTR, and conversion.
- Daily monitoring, analysis, and optimization to determine changes within campaigns and strategic arrangements to generate maximum revenue for the organization.
- Strategized and implemented efforts to increase email deliverability performance utilizing return-path.
 - Removing non-deliverable email addresses and opt-outs.

Technical Skills

Email deliverability, Domain / IP Warm-up, Email best practices, Campaign performance, DNS management, Spam pattern detection, ISP postmaster, Email authentication, blacklists, whitelisting, Research and Analytics, Inbound/Outbound marketing, MS Excel, Lead Generation, Google Analytics, Affiliate marketing.

Personal Details

Father Name : R.BalaKrishnan

Mother Name : B.Lakshmi

DOB : 07-11-1999

Languages Known : Tamil, English

Declaration

I, hereby declare that the information contained herein is true and correct to the best of my knowledge and belief.

Place: Chennai

Date:

Yours Truly,

B. Ramesh