

## MOHAN SAHANI

**Address:** Bharat Mata Abhyasika, Near Parvati paytha, Laxmi Nagar

Pune-411009

**Contact no:** +918668729973

**E-mail id:** sahanimohan52@gmail.com

**College Name-** Arihant college camp pune-411001

### CAREER OBJECTIVE:

Proactive Email Marketing Professional having 3+ years of experience in generating Web Services (Email Marketing, Contact Discovery, Data Cleansing, B2B Marketing Solutions, List Building, Event Promotion, Technology Marketing, Database Marketing of various industries.)

### ACADEMIC QUALIFICATIONS:

Qualification	Institute/ University	Specialization	Year of Passing	Percentage	Class
MCS	PUNE	Computer Science	2020	65%	First Class
BCS	PUNE	Computer Science	2017	57%	Second class
HSC	PUNE	Science	2014	57%	Second class
SSC	PATNA	-	2012	65%	First Class

#### ❖ **IBN Technologies. (Currently working - Sep 2022)**

##### ➤ Senior Email Marketing Specialist

- Here we do B2B Email Marketing to get Leads for the Growth of the business.
- We do Email marketing for Products **Public & Private Cloud, Dedicated Servers, and Azure Cost reduction, cloud Consulting & managed services.**
- The tools I use here for Email Campaign like G-suite, G-Mass, SendGrid, FreshMarketer, Elastic Email.
- I create templates & subject lines and analyze it in terms of spammy words and score of the content and subject lines.
- Monitoring Clicks, Conversions, Leads, Opens rate, Delivery rate etc.
- IP, Domain, and Inbox warmup to make it ready to reach the targeted volume of email sending.
- Data research, Data analysis & management.

IBN Technologies is a leading outsourcing service provider offering finance and accounting, IT, as well as back-office and middle office services.

#### ❖ **Wise Guy Research Consultants Pvt. Ltd. (Oct-2020 – Aug 2022)**

##### ➤ Email Marketing Specialist

- Data research, Data analysis, Data sorting & cleaning.
- Worked on Various Market reports like CnM, PcM, Automotive, Healthcare, F&B, IcT, Construction to gather the email database.
- Created template and creative subject lines for different reports.
- The tools I used here for Email Campaign like Outlook server, G-Mass with SendGrid.
- Monitoring Clicks, Conversions, Leads, Opens rate, Delivery rate etc.
- IP, Domain, and Inbox warmup to make it ready to reach the targeted volume of email sending.

Wise Guy Reports is a part of Wise Guy Research Consultants Pvt. Ltd. And offers premium progressive statistical surveying, market research reports, analysis & forecast data for industries and governments around the globe.

❖ **ADVIDS (INTESOME SOL. PVT.LTD). (Oct-2018 – Nov 2019)**

➤ Digital Marketing Executive

- SEO On Page & OFF Page.
- Data Sorting, data cleaning, Database management.
- Bulk Data scraping for Email Campaign.

ADVIDS is Animated Video Company based in Pune, Company is Generating leads Through Online Marketing, using of Email Campaign, social media & SEO, SEM

**Key Skills**

- Strategy to increase the traffic, conversions, and promotional activity through email activity.
- Constantly drive email database size and quality.
- Ensure deliverability by setting up the Mailing Infrastructure and testing for better inbox placement.
- Campaign Management and design.
- Strategic inputs on email design and email content.
- Implementation of new technologies and services into email marketing.
- Create email marketing campaigns to promote products or services.
- Ensure marketing message is conveyed clearly and delivered properly to prospects.
- Ensure messages are sent in proper form and template.
- Proofread for emailers.
- Develop a personalization strategy.
- Include specific graphics, incentives, and detailed descriptions.
- Create database of emails for lead generation.
- Include persuasive 'call-to-actions' in advertisements and promotions.
- Track and analyze direct and interactive marketing campaigns.
- Use statistical analysis and reports to create campaigns.
- Coordinate and monitor the maintenance, integrity, and security of several databases.

**PERSONAL DETAILS**

- **Name** : Mohan Sahani
- **Date of Birth** : 09/09/1996
- **Gender** : Male
- **Marital Status** : Unmarried
- **Languages Known:** Marathi, Hindi, and English.
- **Permanent Address:** Bharat Mata Abhyasika, Near Parvati paytha, Laxmi Nagar, Pune-411009

**DECLARATION**

- I hereby declare that the above written particulars are true and correct to the best of my knowledge and belief.

Place: Pune

Mohan Sahani