

Madhusudhan T

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Career Objective:

To associate with an organization which progresses dynamically and gives me a chance to enhance my skills and be a part of the team that excels and work towards the growth of the organization.

Summary of Qualifications:

- * A committed Senior Process Associate (Agile) who specializes in Digital Marketing Industry with extensive experience in Email and SMS Marketing, Campaign Management, Client Management, Account Management, Delivering Regulatory, Strategic and implementation projects
- * Results-driven professional, with 5+ years of extensive experience in Email Marketing, Client Management, Campaign Management with Bachelor Degree in Science and proven track record in increasing productivity, quality and client satisfaction.
- * Apply deliverability techniques on emails so that emails directly go into the subscriber's inbox.
- * Troubleshooting email deliverability issues. Creating Technical Workflow, Targeting and Segmenting, Campaign execution, Performing A/B testing.
- * Hands on experience in managing complete end-to-end email campaigns with international client handling experience.
- * Used the product, service process and client specific knowledge to manage the client's day-to-day campaigns.
- * Experience on creating HTML templates using Dreamweaver.
- * Experience in working with B2B and B2C process.
- * Experience in Email Marketing Specialists coordinate email marketing strategies in company. Identifying target audience, growing email lists, executing email marketing campaigns, proofreading emails, and assessing campaign performance.
- * Good Knowledge on Microsoft Tools like MS word, MS excel, MS PowerPoint.
- * Proven ability to manage key account relationships and large-scale projects.
- * Ensure proper coordination within teams and proper communication across all lines of business requirement and scope.

Job Responsibilities:

Coordinate, facilitate, delegate and manage the day to day tasks involved in deploying campaigns.

Creating briefs and working with designers to produce creative for campaigns. Testing campaigns editing HTML code whilst ensuring best practice is applied.

Primary escalation contact for Client issues/questions related to full -service email campaigns.

Working cross -functionally with Production, Account Management, and Technology on behalf of our clients to ensure successful email programs.

Participate in Client meetings, manage Client mailing calendar, asset review, campaign creation, campaign scheduling, post -deployment validation.

Data handling & broadcasting, producing and analyzing campaign report. Liaise with the clients in order to relay any information, or solve queries relating to campaign management. Monitor Email deliverability performance, analyze issues, provide recommendations for issue resolution and educate the client on deliverability challenges
Act as the liaison between the client and the ISP mediation team, where ISP negotiation/mitigation is required.
Conduct periodic assessments of client deliverability, including delivery baselines and scorecards
Monitoring Return Path or an equivalent seed-list service for problems.
Tracking and correcting blacklist listings of IP addresses.
Monitoring Clients instance and performance, analyzing issues, providing recommendations for issue resolution and educating the client on deliverability challenges.
Assisted in developing several methods to send emails that were not labelled as spam.

EXPERIENCE

Sr.Process associate & Associate Network Support

Sep 2017 - Present

Way2Online Interactive India Pvt. Ltd., Hyderabad

Having 5+ years of experience in Email & SMS Marketing, Campaign Management and Client Management. Worked on end to end email campaigns with international client handling

Company : Way2Online Interactive India Pvt. Ltd.

Duration : From Sept 2017 to Till Date

Designation : Sr.Process associate & Associate Network Support

Location : Hyderabad

EDUCATION

Bachelor of Technology in Electronics& communication Engineering(ECE)

Arkay College of Engg&Tech, affiliated to JNTU Hyderabad, Telangana., Hyderabad

Intermediate; M.P.C

Sri Vijaya Sai Jr college,Bodhan, Nizamabad

Secondary School Certificate

Vamsi High School, Bodhan, Nizamabad