


SOMESHWAR PATIL

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Email Marketing Officer

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SUMMARY

Results-driven email marketing specialist with over 4 years of experience in planning, creating, and executing successful email campaigns. Proven track record of driving engagement and conversions through strategic segmentation, A/B testing, and personalized content. Expertise in email automation, deliver-ability optimization, and list growth strategies. Strong analytical skills to interpret data and continually improve campaign performance. Looking to leverage my skills to help businesses achieve their email marketing objectives and enhance customer relationships.

EDUCATION

**Welingkar Institute of Management
Development and Research, Matunga**
Master of Marketing Management 2019-2022

**Institute of Management & Research,
Jalgaon**
Bachlors of Business Management (E- COMM)
Jul 2015 - May 2019

SKILLS

- Critical thinking
- Analytical skills
- Decision-making
- Flexibility
- Willingness to learn
- Analytics and Reporting
- Time management
- Delegation
- Motivation

TECHNICAL SKILLS

- Proficient in Email Automation Portals:
Mailwizz, Mailchimp, Sendinblue,
Sendgrid, Netcore, Etc
- Data Analysis.

PROFESSIONAL EXPERIENCE

Email Marketing Officer

DATAMATICS BUSINESS SOLUTIONS LTD | 2021 - Till Date

- Planning, executing, and optimizing email campaigns.
- Proficiency in platforms like Mailchimp, Send grid, Sendinblue,or similar tools.
- Ability to segment email lists for targeted and personalized campaigns.
- Designing and implementing automated email sequences and workflows.
- Conducting A/B tests to optimize subject lines, content, and calls-to-action.
- Using analytics tools to measure the success of email campaigns.
- Understanding and adhering to email marketing regulations (e.g., CAN-SPAM, GDPR).

Lead generation & Email Marketing Executive

INFOZZLE SOFTWARE SOLUTIONS PVT LTD. | 2018 - 2021

- Develop and implement lead generation strategies.
- Utilize various channels such as social media, content marketing, and SEO to attract and convert leads.
- Use analytics tools to track and measure the performance of marketing campaigns.
- Provide regular reports on key metrics and insights.
- Collaborate with content creators to develop materials that support lead generation efforts.
- Basic understanding of SEO principles to enhance online visibility and attract organic leads.
- Organize and manage multiple marketing campaigns simultaneously.