



Souvik Bose

Email Marketing Specialist

 Noida, Uttar Pradesh 201304


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Results-oriented Marketing Specialist with 4 years of diverse experience. Proficient in industry-leading email marketing platforms, creating engaging content using HTML and CSS. Expertise in end-to-end email campaign management, including segmentation, A/B testing, and performance tracking. Skilled in automation marketing tools for analyzing and engaging with clients through various channels.



Skills

- Email Marketing Campaigns  Advanced
- Email Template Design and Development  Advanced
- Campaign Strategy, SMS/Push/WebPush  Upper intermediate
- Deliverability and Compliance  Upper intermediate
- Email Automation Workflows  Upper intermediate
- HTML, CSS  Upper intermediate
- Email Analytics and Reporting  Upper intermediate
- Website/Blog Design & Development  Upper intermediate



Work History

- **Email Marketing Specialist**
Turquoise Hibiscus Inc., Noida
 - Experienced in managing end-to-end email campaigns, including segmentation, A/B testing, scheduling, deployment, and performance tracking. Proficient in HTML and CSS coding, ensuring visually appealing and responsive email templates that align with brand guidelines and drive customer engagement.

2020-03 - Current

2019-07 - 2020-02

- Experienced with Automation Marketing Tool for analyzing automation marketing campaigns, retargeting ads and more aspect of email marketing and engaging with clients of the organization through SMS, Emails, Push Notifications, Web Notifications and many more.
- Designed and developed visually appealing and responsive email templates and website using HTML and CSS for various email marketing campaigns.
- Managed US-based clients, overseeing the scheduling, deployment, and tracking of email campaigns while analyzing performance metrics and providing data-driven recommendations for improvement.
- Conducted A/B testing on subject lines, content, and CTAs to optimize email performance and increase open and click-through rates.
- Segmented email lists based on user behavior and demographics to deliver personalized and targeted email content.
- Supervised and guided 5+ interns worked under me as Digital Marketing Executives

Research Analyst

Turquoise Hibiscus Inc., Noida

- Collected and analyzed data from variety of sources to create detailed market research reports.
- Used various tools and techniques to gather, analyze data and onboard new customers.



Additional Information

- Marketing Tools - Klaviyo, Hubspot, Mailchimp, Sendgrid, Convertkit, Marketo
- Data Tools: Tableau, Google Analytics, Amplitude, Excel.
- Technical Tools: Instapage, Wix, Geo Targetly, Microsoft Office, Outlook, Photoshop, Adobe XD, Sublime Editor, Notepad++.



Education

Bachelor of Technology (B.Tech): Computer Science And Engineering

RVS College of Engineering And Technology - Jamshedpur, Jharkhand

- [73.77 %] CGPA - 8.01

2010-08 - 2014-12