Name: Chandquader Madri

Mobile: +91-6363454629 | **Email:** chandquadermadri@gmail.com

Location: Hubballi

Professional Summary:

Dynamic Marketing Specialist with 2 years 10 months of hands-on experience in driving successful email marketing campaigns. Specializing in content creation and email strategy development, particularly within a leading digital marketing agency. Proven track record of exceeding B2B sales targets and enhancing brand visibility through compelling email content. Excited to leverage expertise in email marketing to drive impactful campaigns.

Education:

Bachelor of Commerce (B. Com)

Karnataka University, Graduated in 2015

Work Experience:

Marketing Specialist

Adimaginz Pvt Ltd

April 2021 - January 2024

Led B2B sales efforts and crafted compelling email content to engage target audiences and enhance brand visibility.

Spearheaded email marketing initiatives, resulting in increased open rates, click-through rates, and overall campaign effectiveness.

Conducted market research and data analysis to inform strategic decision-making and optimize campaign performance.

Collaborated cross-functionally with internal teams to ensure consistent messaging across all segments.

Projects:

Schneider Electric's Go Green Challenge

Generated 3000+ qualified leads through engaging email content and strategic email marketing.

Successfully enrolled over 3000 candidates, demonstrating a commitment to environmental sustainability.

Upgrad's Webinars

Elevated webinars with impactful email campaigns, consistently generating high-quality leads.

Skills:

Exceptional Written Communication

Content Strategy Development

B2B Relationship Management

Email Marketing Campaigns

Market Research and Analysis

Technical Skills:

MS Office Suite (Word, Excel)

Data Analysis and Reporting

Mailchimp and other Email Automation Tools (Working Knowledge)

Languages Known:

English

Hindi

Kannada

Social Links:

LinkedIn: www.linkedin.com/in/chand-madri