

Konika Das

Email Outreach Specialist

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Location: Visakhapatnam, India

Objective:

To leverage my Hubspot certification and two years of experience in email marketing as an Email Outreach Specialist at TLG where I can utilize my skills to develop and implement effective email campaigns that engage and convert target audiences.

Professional Experience:

Web Content Writer

Outreach Chimp, Virtual (2022)

- Produced SEO-friendly web content for a coupon website.

Career Detour

System Engineer Trainee

Infosys Limited, Virtual (2022-2023)

Program Manager

Scientific Federation, Visakhapatnam (2020-2022)

- Developed and executed email campaigns, increasing audience engagement.
- Wrote and reviewed new cold outreach templates for my team.
- Managed inboxes and regularly maintained email and social media conversations with prospects.
- Handled large volumes of emails and email lists spanning thousands.
- Updated website content for relevance in clear and concise English.
- Crafted persuasive promotional material for social media platforms.
- Proofread all email and website content created by the team.

Marketing Intern

Book Hub, Virtual (2018)

Campus Ambassador

Internshala, Virtual (2017)

Education:

Bachelor of Technology in Electronics and Communication

Welfare Institute of Science, Technology, And Management (Andhra University)

2016 - 2020

Senior Secondary (XII), Science
Narayana Junior College (SSC board)
Year of completion: 2016

Secondary (X)
Annamma Secondary School (ICSE board)
Year of completion: 2014

Skills:

- Content Writing
- Creative Writing
- English Proficiency (Written & Spoken)
- Proofreading and Editing
- Email Marketing
- Microsoft Office Suite
- Audience Segmentation
- A/B Testing
- Mailchimp
- Effective Communication
- Social Media Marketing
- Digital Marketing

Accomplishments:

- Enhanced user engagement through compelling email marketing campaigns.
- Received positive feedback for consistently error-free materials.
- Hosted successful webinars with participants from diverse backgrounds.
- Earned appraisals twice for my work at Scientific Federation.

Certifications:

Hubspot Academy: Email Marketing

Languages:

Hindi, English, Telugu