



Urvashi Singh

Email Copywriter

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Core Competencies / Skills

1. English Proficiency - Advanced
2. Creative Writing (Intermediate)
3. Content Writing (Intermediate)
4. Copywriting (Beginner)
5. Email Marketing (Beginner)

Hobbies and Interests

- Bibliophile - Books on life skills, education and learning
- Writer - of Education and Personal development
- Yoga and Meditation Practitioner
- Lifelong learner

Education

M.A. in Education

Work experience

- BYJU'S(2021-2023)
Academic Specialist Mathematics
- Whitehat Junior(2020-2021)
Coding and Math Instructor
- City Montessori School, Lucknow (2008-2020)
Mathematics Teacher

Trainings / Courses

- Hubspot - Email Marketing Course
Hubspot, Online
May 2024 - Present

I have learnt the following from the course so far:

- Building effective email marketing strategy
- Importance of Segmentation
- Power of personalization
- email metrics

- Through other resources, I have also learnt:
 - Writing effective headlines
 - Various frameworks for writing persuasive emails
 - Writing emails with empathy to build connection with your audience

Relevant Links:

1. [Medium](#)
2. [Portfolio](#)
3. [X](#)
4. [LinkedIn](#)