

SAKSHI P. BARGAJE

sakshibargajework20@gmail.com | +91 8888868228 | Pune, Maharashtra
www.linkedin.com/in/sakshibargaje

B2C Email Marketer | Co-Founder & B2B Email Marketer| Business Development Associate

With a solid foundation in **B2C email marketing** for Ed-Tech industry, I excel in optimizing campaigns. I managed to **achieve 14** leads within the initial 4-5 days of commencing work. Poised for the Email Marketing role, I bring **strategic expertise** and **cross-functional collaboration** to drive impactful results.

CORE COMPETENCIES AND ACHIEVEMENTS

- **Proven Client Acquisition Expertise:** Achieved a **15%** boost in **new client acquisition**, driving significant business growth at Ketki Dies and Tools Pvt Ltd.
- **Strategic Networking:** Established key connections at manufacturing industry events.
- **Data-Driven Decision Making:** Leveraged client feedback to inform **data-driven decisions**, ensuring precise alignment with objectives and achieving success.
- **Results-Driven Performance Optimization:** Contributed to a **10% improvement** in overall **aircraft performance**, showcasing a results-driven approach at Air India.
- **Efficient Planning:** Achieved a **15% reduction in downtime** through strategic planning of aircraft system checks at Air India.
- **Led successful outbound email campaigns** for Colleges and Real Estate clients, boosting engagement by **10%** and converting **5-6** prospects into clients in the first 4 months.

PROFESSIONAL EXPERIENCE

B2C Email Marketer
Adimagingz | Bengaluru | Remote

Jan 2023 – Present

- **Segmentation:** Applied data-driven insights to meticulously **segment lists**, delivering targeted content, achieving a notable **15%** surge in open rates.
- **A/B testing:** Conducted rigorous **A/B testing**, optimizing elements and achieving a **12%** overall performance boost along with **8%** improvement in conversion rates.

- **Key Metrics analysis:** Monitored **open rates, click-through rates, conversion rates**. Analysed data, achieving a substantial **15%** increase in overall campaign ROI.
- **Email copywriting:** Crafted **persuasive content**. Implemented strategic messaging, yielding a remarkable **15%** increase in open rates and a **10%** rise in click-through rates.
- **Email templates:** Innovated **visually compelling email templates**, capturing attention and propelling leads, resulting in a **15%** boost in conversion rates.
- **Collaboration:** Collaborated **across teams**, executing integrated marketing strategies aligning with business goals, driving a **15%** increase in email campaign effectiveness.

Co-Founder & B2B Email Marketer
AI Krushna | Pune | On-site

July 2023 – Dec 2023

- **Led successful outbound email campaigns** for Colleges and Real Estate clients, boosting engagement by **10%** and converting **5-6** prospects into clients in the first 4 months.
- Improved outbound email campaign performance by **15%** through **effective A/B testing** and strategic metric analysis.
- **Proficient in Mailchimp** and meticulous checklist adherence for error-free campaigns and seamless user experiences.
- Crafted compelling **content for emails**, resulting in a **10% increase** in user interactions.
- Developed comprehensive **email marketing strategies**, focusing on conversion optimization.
- **Collaborated cross-functionally** to design assets for emails, ensuring a visually appealing customer journey.

Business Development Associate
Ketki Dies and Tools Pvt Ltd | Pune | On-site

Jan 2022 – June 2022

- Elevated **client satisfaction by 15%** through strategic relationship-building initiatives, fostering a positive impact on client retention and loyalty.
- Spearheaded **new client acquisition** initiatives, resulting in a **10% expansion** of the client base within a targeted timeframe.
- Attended manufacturing sector events, **building key connections** and industry insights.

EDUCATION

Diploma in Aircraft Maintenance Engineering | Hindustan Aerospace & Engineering College (2017 - 2019)

B.Tech in Aircraft Maintenance Engineering | Singhania University (2022 - 2023)

CERTIFICATIONS / PROFESSIONAL TRAINING

- **Email Marketing: Strategy and Optimization**| LinkedIn Learning (2023)
- **Email and Newsletter Marketing Foundations**| LinkedIn Learning (2023)
- **Email Marketing Course**| HubSpot Academy (2023)

TECHNOLOGICAL SKILLS

Mailchimp / Sendy • Google Analytics • Segmentation

Reporting and Analytics • Marketing calendar • Mobile Optimization

AREAS OF EXPERTISE

Strategic Planning • Testing and Optimization • Communication Skills

Adaptability • Project Management • ROI Tracking

VOLUNTEER WORK

Email Marketing Collaborator
Freelance | Remote

15 Nov – Present

Collaborated with a freelancer specializing in email marketing for career coaching and stock market coaching services. Achievements include:

- Boosted **user engagement by 10%** through targeted email campaigns for **Career Coach**.
- Utilized client feedback to refine **email content**, contributing to a **10% increase** in overall campaign effectiveness for coaching services.

HOBBIES AND INTERESTS

- **Fitness Devotee:** Drive a healthy lifestyle by participating in community fitness challenges.
- **Podcast Enthusiast:** Delight in podcasts during daily routines.
- **Park Walking Adventurer:** Enjoy simple walks in parks, capturing nature's beauty.