

Subharaj Das

Odisha, India 

+91-9937946927 

subharaj.das@yahoo.com 

[LinkedIn](#) 

PROFILE

Email marketing professional with over 4 years of experience in end-to-end campaign execution process: content strategy, creative briefing, scheduling, creative development, review, QA, deployment, and reporting. Strive for accuracy and timeliness in these efforts.

Experience

MARCH 2021 – JUNE 2023

Email Marketing Specialist (TriunityGroup), India

- Develop and execute email marketing campaigns for clients using marketing automation platform SaaS.
- Designed and build responsive and mobile-friendly email templates using HTML and CSS or email designer tools and worked on fixing performance issues.
- Create segmentation strategies to improve targeting and increase engagement.
- Conduct A/B tests to optimize email templates, subject lines, and calls-to-action.
- Analyze campaign performance data and provide actionable insights to improve results.
- Provide guidance, and feedback to the team to ensure successful campaign delivery.
- Collaborate with the cross-functional team to understand client needs and goals, and develop email marketing strategies to achieve them.
- API integration with Amazon SES, Sendgrid API, Sparkpost, jetsend, Mailjet, and Mailgun and mail send through them.

JUNE 2018 - DECEMBER 2019

Kalinga Software Pvt.Ltd, Bhubaneswar, India

ERP implementation Eng.- (Data Migration,Bug Fix, Train to Faculty,Helping Dev.Team)

Skills

- Salesforce Marketing Cloud (SFMC)
- Campaign Management
- Email Template Designs(HTML,CSS,Designing TOOL)
- Marketing Automation
- A/B Testing
- Customer Engagement
- CRM (SFMC, Klaviyo, Mailchimp, Hubspot ,etc..)
- ESP integration (Sendgrid , Sendinblue, Mailchimp)
- MS Office (Word, Excel & PPT)

Education

JUNE 2018

B.tech(CSE), Nalanda Institute of Technology, Bhubaneswar, Odisha