

NAME: Carolina Rai

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Objective:

Enthusiastic and detail-oriented recent graduate with a passion for digital marketing and email communication. Eager to leverage my education in marketing and strong writing skills to contribute to the success of a marketing team as an Email Outreach Specialist.

Education:

Master of Science in Microbiology

University of North Bengal, West Bengal.

Year of Graduation: 2023

Projects:

Email Campaign for University Event

- Created an email marketing campaign to promote a university event to students and alumni.
- Been a news writer for the weekly newsletter of my college.

Market Research and Persona Development

- Conducted in-depth research to identify target audiences and develop customer personas for several online small businesses.
- Utilized survey tools and online research to gather insights on preferences, pain points, and behaviours.
- Presented findings providing actionable recommendations for targeted outreach.

Skills:

- Email Marketing Platforms (e.g., MailChimp, HubSpot)
- Content Writing and Copywriting
- Market Research and Persona Development
- Data Analysis and Reporting
- Social Media Management
- Microsoft Office Suite (Word, Excel, PowerPoint)
- Strong Written and Verbal Communication Skills