MAHANTESH SHIVAPPPA BADIGER

Digital Marketer

8971439490 📞

mahanteshbdgr@gmail.com ✉

Bengaluru, Karnataka, India 🏠

SUMMARY

Motivated Digital Marketer with degree in Information Science and Engineering. Experience in Email Marketing as a Campaign Specialist, looking for the best opportunity to apply and enhance my knowledge by giving my best to grow with the organization.

EDUCATION

BLDEA's V P Dr PG Halakatti College of Engineering - Vijayapura

Bachelor of Engineering Information Science and Engineering 2015 – 2019

SKILLS

- Complete execution of email and SMS campaigns including planning, development, and deployment, testing and reporting.
- Planning project timelines, managing milestones and executing projects under tight deadlines.
- **Tech Skills:** HTML,CSS, SQL, JAVA and Python.
- Ability to work independently and as part of a team
- Detail-oriented and able to handle multiple tasks simultaneously
- Leadership skills and team work

CERTIFICATIONS

- CleverTap Basic and Advance Level Certification
- Mapp Engage Basic and Advance Level Certification

PROFESSIONAL EXPERIENCE

Campaign Specialist

Aghreni Technologies Private Limited | April 2021 - Present

- Complete execution of email campaigns including planning, development, and deployment, testing and reporting.
- Have thorough knowledge of loyalty campaigns
- Inbox testing and Litmus testing.
- Experienced in creating Advanced Campaigns i.e., A/B Testing, designing multi-channel & Cross-channel campaigns etc.
- Quality assurance and testing across various Email platforms.
- Campaign reporting and analysis.
- Good in Building both Static and Dynamic (Personalized) campaigns.
- Have thorough knowledge of SMS, We push and WhatsApp campaigns.
- Good knowledge on HTML , CSS
- Have thorough knowledge of working with creating Email campaigns, Data validation, Segmentation Builder and Automations.
- **Tools Working**: Clever Tap, Web Engage, Mapp Engage, Empower and Onextel.

TRAINING

- Completed 4 months of Core java technology training from August to November 2019 at the institute ABC, Bangalore.
- Completed 3 months of Python training from December 2019 to February 2020 at the institute ABC, Bangalore.