

OMPRAKASH GUPTA

42 Bidhan Nagar Road, Ultadanga, Kolkata -700067 , West Bengal, India.

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E-Mail Management Services, Administrative Services, Content Writer, and Ex-Technocrat.

ABOUT ME

As a retired Technocrat, I have started converging my expertise in E-Mail Management services. With a working experience of 05 years coupled with a strong background in content writing, I bring a unique blend of skills and expertise. I have the acumen to craft high-performing email services and marketing campaigns that drive engagement, conversions, and revenue. Developing data-driven email strategies that align with business goals and target audiences is my Forte. I craft engaging email copy that resonates with subscribers and encourages action. I use data analysis to continuously improve campaign performance and maximize ROI. My strategic approach to email marketing involves meticulous planning, segmentation, and A/B testing to ensure campaigns deliver measurable results and align with business objectives. My proficiency extends to crafting compelling subject lines, personalized content, and effective CTAs that resonate with target audiences. Proficient in analyzing email performance metrics, I use these insights to refine strategies and achieve measurable results. I offer comprehensive support in email management and customer service. I bring a proactive and organized approach to assistance towards ensuring a smooth workflow and exceptional results. Fluent in multiple languages, I concentrate on timely completion of assignments and deliverables with quality.

FREELANCING EXPERIENCE PARTICULARS

1. I have Proficiently handled assignments in managing and overseeing the end-to-end process of email transmittals, with a demonstrated focus and acumen to prioritize and organize email correspondence effectively.
2. Streamlined onboarding processes for trainees through efficient administrative task management.
3. Organized and categorized incoming emails in the main Gmail inbox for streamlined communication flow.
4. I have reviewed, finalized, and scheduled email marketing and have ensured timely and accurate transmission of emails, adhering to organizational protocols and coordinating with external clients.
5. Adeptly assigned email inquiries to trainers based on expertise for optimal support.
6. Facilitated successful cohort launches by managing bulk uploads on Gmail and Coassemble.
7. Ensured timely completion of training programs by sending reminders and managing workshop schedules.
8. Maintained and updated spreadsheets for analyzing team performance metrics, and driving data-driven decisions.
9. Sent timely reminders and email updates regarding workshop schedules to ensure participation.
10. Responded to pre-training inquiries from trainees, ensuring a smooth transition into the program.
11. Cultivated a positive learning environment by sending out welcome emails and gift coupons to trainees.
12. Managed all administrative tasks related to onboarding trainees, ensuring smooth and efficient processes.

TECHNICAL EXPERIENCE SYNOPSIS.

Worked from 1980 to 2020 in EPC Project Execution, Management, and Construction fields in various industries, processes, and projects verticals with various posts held in multinational organizations like “ Simplex, Otto India, Larsen and Tubro, Hindalco, FL Smidth Minerals, and Tata Projects Limited.”

SKILLS AND ABILITIES

Email Management Proficiency	Cohort Launch Facilitation	Multitasking Strategist
Onboarding Authority	Detail Oriented proficiency	Team Player with a Twist
Administrative Tasks Management	Data Analysis Proficiency	Training Workshop Mentor
New Trainee Liaison Capability	Engagement Proficiency	Communication Excellence
Independent Work Acumen	Cohort Launch Proponent	Problem Solving Skills

QUALIFICATION

Diploma in Civil Engineering | **RKM Shilpamandira** | **Belurmath West Bengal India** | **Year 1981**

CERTIFICATES / COURSE DETAILS

S.N.	Details of Courses & Certificates Obtained	Provider
1	Introduction to Generative AI	Google Cloud
2	Content Writing	BizGurukul
3	Digital Marketing	BizGurukul
4	AI Powered Performance Ads	Google
5	Google Analytics	Google
6	Google Ads	BizGurukul
7	Google Ads Search	Google
8	Search Engine Optimisation (SEO)	Coursera
9	Business Analysis & Process Management	Coursera
10	Marketing Analysis	Semrush Academy
11	Finance for Everyone	Great Learning
12	Social Media Marketing Crash Course	Semrush Academy
13	Data Science Foundations	Great Learning
14	Customer Service Essentials	Great Learning
15	Project Management	Great Learning
16	E-Mail Marketing	Great Learning

PERSONAL DOSSIER

Gender: Male. Marital status: Married Citizenship: India.
Language Proficiency: Advanced level command of Hindi, English, and Bengali.