

# SHAHNAWAZ KHAN

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Talented Email Marketing Executive with demonstrated record of success in email marketing and email automation. Successful in managing and executing email marketing campaigns using marketing automation tools like Hubspot, Sendgrid, SendinBlue, and MailWizz. Skilled in email validation, list segmentation, template creation, and email design. Create landing pages for whitepapers, webinars, and events. Proficient in Microsoft Excel. Well-versed in tracking market trends and capitalizing on opportunities. Confident in my ability to drive the success of email marketing campaigns and contribute to the growth of the organization.

## EXPERIENCE

04/2022 – PRESENT

**EMAIL MARKETING EXECUTIVE**, FACILE SERVICES PVT LTD

- Responsible for handling Email Marketing Campaigns to promote products or services through Marketing Automation tools like Sendgrid, SendinBlue, and MailWizz..
- Track, Analyse, and Summarize campaign results and progress, list segmentation, Email Validation, Template creation, campaign design, execution, and reporting.
- Create a Database according to specifications of Particular Campaigns.
- Ensure Mails are sent in proper format and template.
- Create Landing Page for Whitepapers, Webinars, Events, Etc.

02/2021 – 03/2022

**RESEARCH ANALYST**, FACILE SERVICES PVT LTD

- I specialize in contact discovery and data append. This involves identifying and verifying contact information, adding missing information to existing data, and ensuring data accuracy.
- Data Research for all Geographies, Data Pre-Processing.
- Using tools like- Hoovers, Zoominfo, Mail tester, Bloomberg, DNB, Etc. for Data Research. Contact Discovery, Data Append

## EDUCATION

04/2020

**HSC**, KENDRIYA VIDYALAYA BEG

2023

**BACHELOR OF ARTS**, SPPU

## SKILLS

- Copywriting Abilities
- Analytical Thinking
- Decision-Making
- Microsoft Excel
- Digital Marketing
- Customer Relationship Management (CRM)