

MOVIGA.B

EMAIL MARKETING SPECIALIST



moviga69@gmail.com



<https://tinyurl.com/3xbx5eww>



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Career Objective

A driven digital marketing specialist with strong email marketing development, deliverability, and strategy skills seeking a senior role in an ambitious organization that embraces future trends and technology.

Professional Summary

- Strong understanding of the concepts of efficient digital marketing.
- Have a thorough understanding of Email Deliverability Management, IP & Domain Reputation, Whitelist and Blacklist, Email Authentication Setup, Email Best Practices, ISP Feedback Loop and Postmaster tool, A/B testing, and Opt-In approach.
- IP and domain reputation were monitored and controlled to ensure 100% email delivery.
- Marketing automation, campaign execution, IP warming, PowerMTA, Mail chimp, SendinBlue, and Benchmark Emailing knowledge and experience are required.
- Strong understanding of spam rules and traps, CAN-SPAM, and GDPR-related characteristics.
- Excellent knowledge of email authentication technologies (SPF, DKIM, DMARC).
- Practical knowledge of HTML and CSS content management systems.
- Capability to use databases to generate quality leads

Academic Profile

MCA - 2021 - Present Erode Sengunthar Engineering College, Erode, Tamil Nadu.

B.Sc (IS) - 2018 - 2021 Kongu Engineering College, Erode, Tamil Nadu.- 80%

HSLC - 2017 to 2018 Bharathi Matriculation Hr. Sec. School, vijayamagalam.-69%

SSLC - 2015 to 2016 Kongu Matric Higher Secondary School, uthukuli - 79%

Work Experience

EMAIL MARKETING SPECIALIST

Webberax (July 2021 - Till Date)

- Create email marketing campaigns to advertise your company's products or services.

- Utilizing an IP warming method to warm UP an IP, then utilizing that IP to send an email.
- Email deliverability expertise. Product Analyst with extensive experience in email strategy, planning, creating, and building email campaigns, as well as email automation.
- Monitoring KPI metrics for deliverability, IP blacklist, spam trap, DNS issues, and bounce logs.
- Analyzes email delivery from Email Service Providers (such as Yahoo, AOL, Hotmail, Cables, and Gmail) to find and resolve inbox delivery difficulties.
- A/B testing was initiated on subject lines, calls-to-action, and headlines to enhance open rates and customer engagement.
- Analyze the results of email campaigns, including the audience, offers, creativity, deliverability, open rates, CTR, and conversion.
- Daily monitoring, analysis, and optimization to decide on marketing changes and strategic arrangements to maximize revenue for the organization.
- Developed and executed strategies to improve email deliverability performance by utilizing the return path.
- Non-deliverable email addresses and opt-outs are being removed.

Technical Skills

Domain / IP Warm-up, Email Best Practices, Campaign Performance, DNS Management, Spam Pattern Detection, ISP Postmaster Email authentication, blacklists, and whitelists, research and analytics, inbound/outbound marketing, Pmta, Postfix, MS Excel, lead generation, Google Analytics, and affiliate marketing are all examples of services offered by Pmta.

Personal Details

Father Name : R.T.Baskaran

Mother Name : B.Yasodha

DOB : 09-03-2001

Languages Known : Tamil, English

Declaration

To the best of my knowledge and belief, I hereby certify that the information included herein is true and correct.

Place : Chennai

Date :

Yours Truly,
B.Moviga