

Ritav Tripathi



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Gurgaon, Haryana 122001

PROFESSIONAL SUMMARY

A young individual who perform in a busy environment and produce high standards of work . An excellent team player with 2 years of work experience and ability to take instructions from all levels and build up good working relationships with all colleagues.

SKILLS

HTML

CSS

SQL

ExactTarget

Campaign Management

Email Compliance

Performance Metrics

Salesforce CRM Software

Campaign Performance Tracking

Teamwork

EXPERIENCE

EMAIL MARKETING EXECUTIVE, Gurgaon , Haryana

OPK e Services, April 2023-Present

- Worked on emails campaigns of clients & partners based in US.
- Did compliance / auditing of mails to make sure that they are error free & ready to go live.
- Did campaign planning and content selection based on performance , OR & other metrics.
- Was involved in a project to " authenticate mails " which precisely builds a trustworthy relationship with audience / subscriber.
- Managed the entire process of creating, designing, coding and sending out emails to customers.
- Created, tested, and optimized emails for different audiences using A and B testing techniques.
- Implemented automated email marketing strategies that triggered personalized messages based on user behavior or preferences.

EMAIL MARKETING TRAINEE, Gurgaon , Haryana

OPK e Services, April 2022-March 2023

- Created emails with tools such as dreamweaver , ExactTarget , Campaigner.
- Troubleshoot coding problems while creating emails.
- Did manual & automatic scheduling of mails on allotted time.
- Acquired the knowledge to use exclusion & suppression list in the email campaigns.
- Demonstrated ability to manage multiple tasks while remaining adaptable and flexible.
- Participated in ongoing training to enhance own job skills and knowledge.

EDUCATION

B.C.A IN COMPUTER APPLICATIONS, Gurgaon , Haryana

K.R. Mangalam University, December 2021