



## Contact

### Phone

9489826604

### Email

jaistylsh12@gmail.com

### Address

22/25, Chokkalinga Mudhaliyar  
Street veerakeralam main road  
Linganoor, Vadavalli - 641041

## Education

2016

**B.E.Mechanical Engineering - 72%**

AVS Engineering College - Salem

2013

**Diploma in Automobile Engineering**

Paavai Varam Polytechnic College -  
Namakkal

## Language

English

Telugu

Tamil

- 
- 
- 
- 

# JayaKumar Sasikumar

## Email Marketing Specialist

I want to succeed in a stimulating and challenging environment that will provide me with advancement opportunities. I want to excel in this field with hard work, perseverance and dedication.

## Experience

### Sep 2023 (Current)

Staffhub Australia (Navaindia,Coimbatore)- 6 month

### Email Marketing Specialist

Currently working as an email marketing specialist. Email marketing is a powerful marketing channel, a form of digital marketing. My process of generating the leads, converting the leads to sales, and retention the customers.

### Roles and Responsibilities:

- Identify target audience and grow our email lists.
- Design and implement the direct email marketing campaigns.
- Ensure the mobile-friendly email templates.
- Upgrade our email templates using graphics and personalization features.
- Ensure prompt and accurate communication with clients via email to minimize unsubscribers.
- Create email databases for lead generation.
- Analyse campaign performances and suggest improvements.
- Report on sales revenue generated from email marketing efforts.

### Sep 2021 - August 2023

lessburn (CheranMaNagar, Coimbatore) - 1 year 10 month

### Market researcher

I process comprehensive data for having the precise information of companies at your fingertips that make your business faster. It allows you to evaluate your target companies with a comprehensive set of metrics.

## Expertise

- MailChimp - Canva Tool (Template Design )
- CRM (monday.com)
- Get response
- Sender.net
- Google Spreadsheet
- Lead generation
- Web Research

## Certifications - Google Garage

- Fundamentals of Digital Marketing

## Awards and Achievements

- Hunter of Researcher
- Specialization of Email Marketing for Sales