



MUDASSAR ANWAR ANSARI

SENIOR EMAIL MARKETING SPECIALIST



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WORK EXPERIENCE

B2BINDEMAND

, India

July 2023 - Present

SENIOR EMAIL MARKETING SPECIALIST

- I Manage Email Marketing Campaigns That Resulted 40 To 50% Increase In Open Rates 30 To 35 % Increase In Click Rates And 15 To 20 % Boost In Conversation Rate.
- Experience In Executing Market Research, Analyzing Consumer Data, And To Drive Successful Marketing Campaigns.
- Deep Knowledge Of End To End Email Marketing Process.
- I Implement A/B Testing Strategies Targeted Segmentation Strategies And Optimize Content For Engagement.
- Creating And Monitoring A Wide Variety Of Email Marketing Campaigns.
- Involved In Sending Bulk Email Blast For Various Email And Tele-Marketing Campaigns. Building Email Lists, Creating Email Templates, And Nurturing Leads For Email Campaigns.
- Tracking And Analyzing Of Emails Open And Click Statices Report For All Campaigns.
- Maintaining Customized Database For Email To Generation High Quality Leads As Per Client

EDUCATION

2017 - 2020

BCS(Computer Science 55 %)

VCACS College

Pune, India


SKILLS

Email Campaign Optimization	■■■■■
CRM Integration	■■■■■
A/B Testing Proficiency	■■■■■
Analytics Reporting Expertise	■■■■■


LANGUAGES

- English
- Hindi
- Marathi


HOBBIES




Travel



Reading



Music



Sports

Requirements. • Ability To Create Clickable Content For Email Which Will Prove As An Asset To The Team. • Hands On Expertise In Email Tool I.E. Benchmark For Database Systems To Track Generated Leads. • Expertise In Data Collection, Data Analysis, Data Validation And Data Preparation For High Quality Lead Generation For Email And Leads Generation Campaigns. • Responsible For Providing Data To Our Team Member For All Email Marketing And Lead Generation Campaigns. • Manage Timely Data Collection To Update Company's Internal Database To Achieve Productivity Targets, Eliminate Errors, And Deliver Excellent Customer Service.

PANGEA GLOBAL SERVICES
, India
June 2022 - June 2023

SENIOR EMAIL MARKETING SPECIALIST
- Experience With End-To-End Developing, Testing And Deploying Email Marketing Campaigns Perform First Level Quality Control Testing. - Develop And Deploy Email Campaigns Using HTML Authoring Tools. - Act As Subject Matter Expert On Email Development And Delivery Best Practices. Document And Create Email Campaign Deliverables And Ensure That Final Deliverables Are On Time And Meet Business Requirements. Recommend Measures To Improve Work Process Methods To Ensure The Highest Quality Work Output Possible. - Assist In Creating And Updating Department Process Documentation As Needed. Identify The Root Cause Of Any Email Issues Discovered And Recommend Solutions. - Stay Informed On Email Marketing Trends, Changes In Browser Capabilities And Multimedia Development Standards. Participate In Project Meetings As Needed For Program Kick-Off, Asset Hand-Off And Other Requirements Related Discussions. - Work With Email Vendor To Resolve And Troubleshoot Issues As Necessary. Mentor Email Developers To Create And Enhance Processes As Needed To Ensure Consistent Email Development And Best Practices Are Followed Across Campaigns.

PANGEA GLOBAL SERVICES

, India

Dec 2021 - May 2022

EMAIL MARKETING SPECIALIST

- Manage Different Types Of Email Campaigns, Including The Template Designs, Etc. For Multiple Clients With Different Complexities Using Various ESPs. - Examine The KPI Such As Opens, Clicks, Downloads And Take The Necessary Actions To Achieve The Desired Results. - Continuously Working On Minimizing The Unsubscribe Rate While Increasing The Productivity Of Our Emails. - Designing Creatives As Per Client And Campaign Requirement For Successful Click Through Rate(CTR). - Create And Design Various Email Templates As Per Campaign Requirement. And Ensure That All Template Should Be Mobile-Friendly. - Ensure Every Email Should Be Sent In Proper Format And Template. Execute List Cleaning For Better Click Through Rate, And To Help In Increasing ESP Reputation. - Maintaining Detailed Email Performance Reports To Analyze The Progress Of Each And Every Campaign. It Also Helps To Understand The Problems And To Suggest Further Improvements.

THE BLUE CANTON

, India

Feb 2021 - Nov 2021

RESEARCH ANALYST

As Research Analyst, Investigate Market Activity, Evaluate Past Performance, Assess Future Trends, And Finally Develop Strategies For The Client. • Proficient With Data Analysis Using Quantitative And Qualitative Statistical Methods. • Adept At Developing Actionable Research Reports For Corporate Clients. • Good At Numerical, Analytical And Problem-Solving Skills. • An Ability To Handle Data To Work In Quantitative Research. • Experience With Significance Testing, Sampling, Descriptive Statistics, And Multivariate Statistics.

DECLARATION

I certify that the information provided in this resume is true and accurate to the best of my knowledge.