

ASHWINI SATISH PATIL

MBA (Marketing)

Pune

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Summary :

Results-driven B2B Email Marketing Specialist with a proven track record of designing highly effective email campaigns to drive engagement and conversions. Proficient in creating visually appealing layouts and utilizing industry-leading tools to maximize lead generation and optimize campaign performance. Seeking to leverage expertise in email marketing to contribute to the success of a dynamic organization.

Experience :

Future Market Insights (Position – Email Marketing Executive)

01/2023-08/2023

Dynamic and results-oriented B2B Email Marketing Specialist with 8 months of experience crafting highly effective email campaigns. Specializes in designing visually appealing and responsive email layouts to drive engagement and conversions. Expertise in maximizing lead generation and conversion rates through compelling landing pages. Proficient in utilizing industry-leading email marketing tools and continuously refining strategies to ensure optimal campaign performance and track measurable results, ultimately helping clients achieve their marketing goals.

Market Digits (Position – Email Marketing Specialist)

08/2023-Current

I am responsible for designing, implementing, and managing email marketing campaigns aimed at gathering valuable market insights and promoting market research services. This role includes creating engaging email content, segmenting email lists for targeted outreach, and analyzing campaign performance to optimize strategies for better research data acquisition and client engagement.

Skills :

1. Sales Navigator
2. LinkedIn
3. Microsoft Excel, Word, PowerPoint, Outlook, Teams
4. Lead Generation
5. Problem Solving
6. Written and Oral Communication

Projects :

Collection of Database of Companies Across the Countries :

The goal of the "Global Company Database Collection" project is to create a comprehensive database of businesses operating in several nations. Data for this project is gathered from a variety of sources, including government registrations, internet archives, and sources particular to a given sector. To guarantee accuracy and relevance, the gathered data will be carefully organised and updated on a regular basis. The ultimate objective is to establish a single database of firm profiles that can be accessed for a range of uses, such as cross-border networking, business development, and market analysis.

Certificates :

1. Fundamentals of Digital Marketing Email Marketing
2. Email Marketing certificate by Hubspot Academy
3. Received "The Employee of the Month Certificate" from Future Market Insights

Strengths :

1. Result Oriented
2. Relationship Building
3. Adaptability
4. Highly motivated
5. Quick Learner

Education :

MBA (Marketing) with CGPA 8.20/10
Ramchandran International Institute of Management
BSC (agriculture) with CGPA 7.42/10
K. V. Patel college of Agriculture

Pune, Maharashtra 2020-2022

Shahada, Maharashtra 2016-2020

Declaration :

I do hereby declare that the above information is true to the best of my knowledge.

Place – Pune

Date - / / 2024

Yours faithfully

Ashwini Satish Patil