




SATHYAMOORTHY D - EMAIL MARKETING EXECUTIVE

CONTACT

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OBJECTIVE

Aspiring email marketing specialist professionals with a strong background in digital marketing and a passion for creating engaging email campaigns are seeking a mid-level position to learn and grow in the email marketing industry.

EXPERIENCE

July 2021 - December 2022

- **Email Marketing Executive**

Webberax - Chennai

- Experience in promotional email campaign creation to promote products or services
- Well versed on PMTA / Postfix SMTP server
- Sending bulk emails to all ISP subscribers: Yahoo, AOL, Gmail, ATT, Hotmail, etc
- Managing email service provider accounts like SendGrid, Netcore cloud (Pepi post), Spark post & SMTP
- Knowledge of privacy law, CAN-SPAM act, and GDPR requirements
- Analyze email campaign results, monitoring and executing email marketing strategies.
- Monitored key performance metrics such as open rate, click-through rate, bounce rate, unsubscribe rate.

October 2023 - Present

- **Email Marketing Executive**

The Knowledge Academy - Bengaluru

- Experience with email CRM tool: HubSpot
- Handling the clients majorly from the US, UK and Middle east regions
- Managing the whole campaign modified the necessary things which are based on the campaign results
- Taken care of responses from the customers and segmented the pipeline accordingly as Deals, Leads and prospects
- Those pipelines are transferred to the sales team

EDUCATION

2021

- **BE CSE**

Nandha Engineering College - Erode

82%

2017

- **12th Standard**

2015

Saratha Hr Sec School - Gobi
92%

- **10th Standard**

NRKN High School - Kunnathur
96%

SKILLS

Basic HTML & CSS



Email deliverability - Ip & Domain
Warmup



Email authentication



Marketing automation tools -
Hubspot,Mailmodo, Mailchimp,
Mailbluster, Netcore
Cloud,Saleshandy and Zoho
Campaigns



Email Data Appending



Lead collection - Apollo.io and
LinkedIn Data extraction.



Email Template Design - Stripo &
Canva



Marketing campaigns - Inbound &
Outbound



B2C & B2B



Performance reporting



LANGUAGES

- Tamil
- English

DECLARATION

- I declare that all the facts given above are genuine to the best of my knowledge and belief.

LINKEDIN

- <https://www.linkedin.com/in/sathyamoorthi-d>