

# SAMEER V KURHADE

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Pune, India 411028

To work in the most challenging position with an organization that provides ample opportunities to learn and to contribute and achieve organizational goals.

## EXPERIENCE

08/2021 - Current **Email Marketing Executive, Inventive Global Solution Pvt Ltd, Pune, India**

- Responsible for email marketing Campaign Execution, including segmentation, testing, and deployment, and continually evaluate these for improvements.
- Experience on Email Marketing Tools like Hubspot, Mailchimp, ClickDotmailer, Benchmark, Netcore, SendinBlue, IBM Silverpop, Sendgrid.
- Create Templates, landing page, Newsletters, Forms By using Email marketing Tools like ActiveCampaign, BeePro, Unbounce.
- Hands on experience with CRM tools like Lead, Hubspot.
- Plan and perform A/B testing to define and execute enhancements to productivity, conversion rates, programs/campaign ROI, and sales growth.
- Work with management to define KPIs, create reporting and analyze campaign performance and measuring Open Rates, Click Rates, Conversion Rate of campaign on a weekly basis.
- Experience of Handling and Assist team On absence of Manager/Team lead

10/2019 - 06/2021 **Software Engineer, ASP OL Media Ltd, Pune, India**

- **Responsibility:-**Email Marketing Executive(B2C)
- Have transactional emails delivered to client customers' inbox it matters to them the most immediately.
- Send beautiful custom designed emails that will client customer.
- Email marketing are through Hotmail, Comcast, AOL, Yahoo Domain.
- Email Marketing are AWS, Alibaba Cloud, Oracle Cloud Using SMTP credentials
- Email Marketing are Benchmark, Mailchimp, Elastic, Sendgrid etc using list account sending tool Using SMTP credentials.
- Check DNS records for Domain using sending email.
- Solve troubleshooting issue for HTML template.
- Send email through SMTP and check the email relay or bounce and Fail count.
- Track Email Campaign and check delivered Mails.
- Work with business analyst groups to ascertain their database reporting needs.
- Take the database reporting needs and turn them into powerful SQL queries that will extract data and compile it into meaningful reports.
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## CORE QUALIFICATIONS

- Adaptability
- Time management skills
- Excellent presentation skills
- Proficient in creation, modification and effectively use
- Written complex SQL (Sub queries and Join conditions)

- Excellent written & oral communication
- of database objects like Tables, Constraint, Sequences, Indexes, Group Functions, and Views. Good Knowledge of Normalisation.

## EDUCATION

2016	<b>MCA, Computer Application</b> <b>Pune university</b> , ATES Technical Campus Akole GPA: 62
2014	<b>BCA, Computer Application</b> <b>Pune university</b> , , Agasti Collage Akole GPA: 61.83
2011	<b>HSC, Commerce</b> <b>Pune Borad</b> , Modern Collage Akole GPA: 60.17
2009	<b>SSC</b> <b>Pune Borad</b> , New High school Lingdev GPA: 63.69

## CERTIFICATIONS

- Certificate of Training MYSQL Database Management System by LearnVern
- Certificate of Completion Database For Developer Foundation by Oracle
- Certificate of Completion MS SQL Training And Certification By IntelliPaat

## INTERESTS

- Learning new things
- Music
- Reading
- Movies and cricket

## LANGUAGES

- English, Hindi, Marathi
- Address: sr no 209 Bhagirathi nagar subhash mandav lane hadapsar.