

MANJEET SARASWAT

Email Marketing Specialist

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SUMMARY

Results-driven and customer-focused Lead Generation Specialist with strong interpersonal and problem-solving Skills. Adept at generating leads using various data insight tools and communication methods. Experienced in supporting Customers over Email and able to build strong customer relationships resulting in consistent achievement of results

EDUCATION

06/2021 - NOW

Aligarh, Uttar Pradesh

B.com

Raja Mahendra Pratap Singh State University, Aligarh

- I'm currently studying toward a B.com. from Aligarh, Uttar Pradesh's Raja Mahendra Pratap Singh State University

04/2019 - 04/2021

Khair, Aligarh Uttar Pradesh

Intermediate Passed From U.P Board

Shree Mati Long Shree Devi Inter College Arrana Aligarh

- I secured 57% in my board examination.

04/2016 - 04/2018

Khair, Aligarh Uttar Pradesh

High School Passed From U.P Board

Vidhya Sadan Chaudhana, Khair, Aligarh

- I secured 62.8% in my board examination.

EXPERIENCE

11/2023 - Present

Sector 63, NOIDA - 201 301 (UP)

Email Marketing Executive

Remote Resource LLC

VA (Virtual assistant) Services. Para Legal Services. Accounting Services.

- Creating and monitoring a wide variety of email marketing campaigns
- Ensuring design and layouts of emails are optimized, user and mobile-friendly.
- Proofreading key messaging in and out of email templates
- Compiling email lists
- Purging email lists
- Following up on emails
- Securing email databases for future campaigns

01/2023 - 11/2023

Sector 59, NOIDA - 201 301 (UP)

Email Marketing Executive

Head Field Solutions Pvt .ltd

RPO (recruitment process outsourcing.) Services. LPO (Legal process outsourcing) services. VA (Virtual assistant) services. Accounting Services.

- Creating and monitoring a wide variety of email marketing campaigns
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SKILLS & TOOLS

Email Marketing

Lead Generation

Keyword Research

Data mining

Microsoft office

30K Mail send

HubSpot

Zoominfo

Instantly.ai

Substack

Apollo.io

Mailer Lite

Benchmark

Convertkit