

Email Marketing

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CAREER OBJECTIVE:

- Creative and talented E-mail marketing specialist with excellent knowledge in e-mail marketing.

EXPERIENCE SUMMARY:

- Having 2.5 years of experience in Email Marketing
- Strong understanding of effective marketing principles
- Ability to use databases for productive lead generation
- Sensible knowledge about CPC, CPL and CPA
- Outbound Marketing
- Working Knowledge of ISP and ESP procedures processes including IP blacklisting,
- Email Frequency and volume limitations.
- CRM Handling (Own Server)
- ESP account management
- Strong Knowledge in Spam Rules & Spam Traps and associated Characteristics. Warming dedicated servers

QUALIFICATION:

- **B.Tech(IT)–June 2013–Pallavan College of Engineering, Kanchipuram. (2009-2013).**

SKILLS:

Operating Systems:	Windows
Esp Accounts:	Sendgrid,AmazonSes,Mailgun,Mailjet,Duocircle,Resend, etc.,
Tools Checker For domain And blocklistIps:	MxToolbox,Debouncer,Spamhause
Email protection and Authentication:	SMTP,SPF,DKIM,DMARC
Account Configuration:	Configure the account In Ipsand Create Postfix and PowerMta

WORKEXPRIENCE:

- Working as **Email Marketing Executive** In XalvadorLeads Technology Private Limited, Chennai from Sep 01 2021 To Till date.
- Worked as Telecaller in SMARTRS SERVICES PvtLtd,from DEC-2018 to AUG-2020
- Worked as Telecaller in SMARTRS SERVICES Pvt Ltd, from OCT-2017 to FEB-2018.
- Worked as Telecaller in HDB FINANCIAL SERVICES from MAY-2016 to MAY-2017.

Strengths:

- Ability to learn quickly,positive attitude.
- Flexible to adapt new technologies.

PERSONALDETAILS:

- Date of Birth :**29/11/1991**
- Marital Status : Unmarried
- Languages Known :English,Tamil.

Project#1	Sending Affiliate Marketing
Client	US Mail Account User
Description	<p>Sending different Types of category products through the Customer Using data Files who are using Gmail ids.</p> <p>Categories are like Travel,Gifts,CreditCard,Education,Health And Wellness</p>
ESP	Sendgrid,AmazonSes,Resend,Mailgun
Domain	Marketing Deliverability
Test Management Our Own Seeds	Testing the Account With Our Own Seeds
Role & Responsibility	<ul style="list-style-type: none"> • Configure The account in Ip sand Create Postfix Configuration and Pmta • Testing the account weather its Inbox or Spam • Search the Products And Creating Data files. • Sending the products In different Esps • Creating track ids and Check Opens Clicks and Redirection • Manage the SMTP Account and Checking • Checking block Complaints and Update