SATHISH KUMAR

EMAIL MARKETING SPECIALIST | MARKETING AUTOMATION SPECIALIST

SUMMARY

Highly experienced Email Marketing professional with expertise in developing successful campaigns to drive engagement and conversions. Proven record of creating and executing strategies to increase brand awareness and customer loyalty.

PROJECTS

Datasheet Digitalization Tool (UL India)

Junior Developer - *Mar 2020 - Jun 2021*

A Web application for datasheet maintenance

- This defines the performance and other characteristics of a product, machine and enough details to the user.

JOB ROLE: Creating forms and layouts in frontend using Angular and Writing Backend Queries

Blue Taxi (Grow Technologies)

Developer - *Jul 2018 - Sep 2018*

Online Web Application for car booking

- This Application is for online car booking with admin panel, driver panel and customer panel.

JOB ROLE: Creating whole application it contains multiple user level logins, form creations, validations and queries, DB design and testing

CONTACT

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EXPERIENCE

Engineer Technology

Verticurl Marketing Pvt Ltd - Coimbatore - *Jun 2021 - Nov 2023*

- Managing marketing automation efforts and manage all components of email scheduling, management, and deployment, ensuring an engaging client experience.
- Create, deploy and manage day-to-day email campaigns using a marketing automation platform.
- Generate reports on email campaigns and analyze data to inform future strategies
- Analyzed email performance metrics and implemented A/B testing strategies.

Tools : Eloqua, SFDC, Email on Acid, Qualtrics, SFMC, Certain Event Management Tool

Associate Software Developer

UL India Pvt Ltd - Bangalore - *Feb 2020 - Jun 2021*

Tools : HTML, CSS, JS, PHP, MySQL, Laravel

Web Developer

Grow Technologies - Salem - *Oct 2017 - Sep 2019*

Tools : HTML, CSS, JS, PHP, MySQL

EDUCATION

B.Tech Information Technology

Sona College of Technology *Jul 2014 - Apr 2017*

Diploma in Computer Engineering

P.G.P Polytechnic College *Jun 2012 - Apr 2014*

Higher Secondary

C.S.I Higher Secondary School *Jun 2005 - Apr 2012*

SKILLS

- Email campaign strategy and development
- Email list segmentation and targeting
- Email template design and layout
- A/B testing and optimization