## **Email Marketing Specialist**

**Madhava Nagi Reddy Mobile: 9160193835**

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**PROFILE SUMMARY:**

* Solutions-focused, meticulous and result-oriented professional with 4 Year and 6 Months of a successful career with diverse roles distinguished by commended performance and proven results
* Currently associated with Way2Online Interactive India Pvt. Ltd. as Email Deliverability, Marketing Division and involved in all activities related to Digital Marketing, Campaign Management
* An out-of-the-box thinker with a flair for identifying & adopting emerging trends & addressing industry requirements to achieve organizational objectives and profitability norms
* Excellent interpersonal, communication and organizational skills with proven abilities in team management and planning
* Associated with Saffron Global Corp as a direct marketing agent.

**CORE COMPETENCIES:**

* Email Campaign Management
* Email Campaign Targeting
* IP Strategies
* IP & Domain Reputation Management
* Lists Hygiene
* Permission Based Emailing , Opt-in Strategies
* Content Management
* Lists Management
* Behavioral triggering
* A/B Split Testing
* Email Personalization

**ORGANISATIONAL EXPERIENCE:**

* Way2online Interactive Private Ltd (March 2016 - Present)
* Email Campaign Management

**Key Result Areas:**

* Ensuring at-most deliverability to maximize the campaign effectiveness.
* Creating the best content possible to catch the customer eyeballs.
* Experimenting with different subject lines via A/B split process to ensure the maximum open rates possible.
* Designing templates using AIDA principle to get the prospects further more deep into the conversion funnel.
* Monitoring the success of campaigns rolled out through analytics, KPIs, and dashboards

**Declaration:**

* Assisting the company’s business development team in developing proposals within the digital marketing segment
* Evaluating the effectiveness of marketing programs, provided market analysis and insights to senior management
* Coordinated with Marketing and Sales teams as well as key agency media partners to gather information towards analyzing efficacy and Return on Investment (ROI) of all brand management events
* Reporting of campaigns with in-depth analysis on bounce rates.
* Formulating best Email-Strategy for delivering best ROI for campaigns.
* Assisting the Senior Brand Manager in the development of short and long-term strategic plans including annual business plans, media, promotion and innovation pipeline strategy with P&L and budget responsibility

**Highlights:**

* Increased Open rates to 3X times in a span of two months using proper Email Deliverability Practices.
* Working on Email Deliverability our team is a backbone to the execution teams supporting them with various email marketing strategies.
* My Best Asset Working here to work on Email deliverability is the proper understanding of ISP behavior and how the algorithms function based on our day to day Email practices.

**EDUCATIONAL QUALIFICATION:**

* Board of technical education **Diploma** **(EEE)** from **C.R polytechnic and engineering** 2010-2013 with **65.11%**
* Board of **(S.S.C)** From **ZPHS SCHOOL** 2009 with **65.20%**

**COMPUTER SKILLS:**

* Operating Systems **:** Windows XP/2003/07/08
* Programming Languages **: Basic HTML**

**TECHNICAL SKILLS:**

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| --- | --- |
|  Web Technologies | **:** Xml, Web Services |
|  Markup Languages | **:** HTML |
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**PERSONAL QUALITIES:**

* Good communication skills, both verbal and written.
* Self-disciplined, self-confident and hard working.
* Able to deal effectively with individuals at all levels.
* Co-operative and adjustable nature.
* Willing to learn new things.

**ACHIEVEMENT:**

* Received an Award from Way2online Interactive Pvt.Ltd as an appreciation for our efforts on achieving the targets of our last project.
* Promoted to the 2nd level as a direct marketer with in the span of just 3 months and have received an Certificate of appreciation from the manager of Saffron Global Corp.

**HOBBIES:**

* TED talks
* Listening to Music
* Playing Cricket.
* Surfing on the Internet
* Explore the world.

**PERSONAL DETAILS:**

Date of Birth **:** 16-02-1993

Nationality **:** Indian

Present Address  **:** D/no 2/75 , **Kotanemalipuri(Village) Rajupalem(md) Guntur(dt) (A.P)**

**Languages Known**  : English and Telugu

I firmly declare that the above details furnished by me are true to the best of my knowledge and belief.

Place:

Date:

 **(Madhava Nagi Reddy)**