Govind Singh

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Objective:
A Professional **Email Marketing Specialist** looking for potential opportunities in the Digital Marketing field. Skilled in **Campaign Management** from inception through **design specifications, development & implementation** and **deployment using automation tools such as SFMC**, creating dynamic and static email using **HTML, Block Script and Syntax** to create and send one email to large scale audience with their personalised preferred language.

Education:
Bachelor of Technology, Guru Nanak Institute of Technology, Kurukshetra University, Mullana | Dec 2020

Certifications and Licenses:
- IAB The Fundamentals of Digital Marketing – Google Digital Garage| Mar 2021
- Google Ads Search Certification – Google Digital Academy (Skillshop) | Mar 2021 – 22
- SQL Essential Training | Apr 2021

Skills:
- SQL
- Salesforce Marketing Cloud
- HTML
- SEO
- SEM
- MS Office (Excel, Word, Outlook)
- Flow Automation
- Campaign Management
- Automation Tools
- Audience Segmentation
- Development/Deployment of Emails, In-app messages, SMS

Work Experience:

Eclerx Services Limited, IT Park, Panchkula | Nov 2018 – May 2021
Email Developing Analyst
- Worked with one of the leading companies in ITES sector as an Email Developer for multinational brands
- Maintained the quality of the work for clients on a dignified framework by following the protocol and procedures
- Worked extensively on Flow Automations and made sure the data reached the targeted audience
- Performed Campaign Management according to the client requirements
- Development and Execution of Flow Automated campaigns
- Created dynamic and static email using HTML, Block Script and Syntax to create and send one email to large scale audience
- Developed and Deployed emails, In-app messages, SMS for the audience
- Development of campaign specific audience using SQL query and attributes
- Good command over the Microsoft Applications like: MS Word, MS Excel, MS Outlook etc.
- Reviewing the deployment of comms using CTRs, Failure suppression reasons