

DINESH M

EMAIL MARKETING SPECIALIST

Contact

Phone :

+91 6382367088

Email :

dinesh2000mayilsamy@gmail.com

Address :

Tiruchengode,Namakkal-637215

Education

2020 - 2022

MCA - Master of Computer Applications

Kongu Engineering College,Erode

2017 - 2020

Bsc - Computer Science

K.S.Rangasamy college of Arts & Science, Namakkal

Expertise

- Email Automation
- Whatsapp Automation
- Data Scraping
- Affiliate Marketing
- Html

Language

- **Tamil**
- **English**

Profile

Email Marketing Specialist with 4+ years of Success in designing and executing effective Campaigns, specializing in Audience Segmentation, Data Analysis, Data Scraping and Creative Content Creation, Optimizing Strategies for High ROI.

Experience

Getnos Marketing Private Limited - [Jul 2024 - Present]

Email Marketing Specialist

- Understand your business goals whether it's boosting SaaS conversions, generating quality leads, or enhancing customer engagement and design a comprehensive communication strategy powered by email and WhatsApp automation.
- Collaborate with designers and copywriters to create visually appealing and engaging templates that deliver your message effectively across both platforms.
- Build seamless workflows, including lead nurturing sequences, onboarding journeys, follow-ups, cart recovery campaigns, and promotional updates, ensuring your communications are always relevant and timely.
- Leverage customer data to personalize messages across email and WhatsApp, delivering content that resonates with individual preferences and behaviors.
- Continuously optimize performance using A/B testing for subject lines, calls to action, messaging, and layouts, driving higher engagement and conversions.
- Track key metrics such as open rates, click-through rates, delivery success, and conversion data across email and WhatsApp to refine strategies and maximize ROI.
- Use advanced tools like Pabbly, Brevo, Aisensy, etc.. to automate processes, integrate workflows, and deliver consistent, impactful messaging that helps nurture leads, strengthen relationships, and drive growth for the business.

Webberax - [Jul 2022- Mar 2024]

Associate Software Engineer

- Produce & execute all email campaigns including building emails from templates.
- HTML, Content Writing, Asset Coordination, Quality Analysis and Scheduling using PowerMTA and Hubspot.
- Device and execute A/B Tests, record results and advise on improvements.
- Testing includes subject lines, message content, Click through Action (CTA),
- Segmentation, Send Time, and new features intended to drive performance lift.
- Executed high-performing Email Marketing campaigns, resulting in a 20% increase in click through rates and 7% boost in conversions.
- Authenticate using domains and IPs to ensure the deliverability.
- Implement new strategies in Graphics Designing to create visually appealing emails that would capture our target audience's attention.
- Provide regular campaign reports on KPIs that include Opens, Clicks, Conversion, Revenue Lift, Unsubscribe etc.,
- Authenticating using domains and IPs to ensure the deliverability
- Done Bulk Mailing Of 2.5 Million Mails and Generated Revenue of 1k Dollars

Certified

- Email Marketing Specialist in Hubspot Academy
- Email Marketing Expert in Brevo Academy
- Pabbly Email marketing Automation Certified