

SAYLEE ARVIND SHINDE

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Career Objective:

To be a potential resource to the organization where I can utilize all my skills & knowledge which would help the organization to grow & further enhance my growth profile. It would be my never-ending dedication to maintain the spectrum of integrity, honesty & character.

Professional Summary:

Highly efficient Email Deliverability Engineer well established in fast-paced and challenging environments. Eager to learn with aptitude for applying new knowledge with skill and efficiency.

Work History:

1. Associate - Deliverability Engineer, Netcore Cloud

Thane, India |May 2021-Nov 2022

Primary Responsibilities:

- Identify deliverability issues and work with Client Strategy and our customers to resolve and improve their email program.
- managed over 10,000 email campaigns, encompassing various types such as transactional, promotional, affiliate marketing, branding, and automation.
- Successfully handled email campaigns for prominent clients including Myntra, Kama Ayurveda, Happyfares, Kotak, PayU, and Libas, among others.
- Proficient in Linux command line usage to manage the server, troubleshoot issues, and Configuration.
- Collaborated with a diverse portfolio of 40-50 clients, implementing strategies to enhance campaign performance and maximize results
- Expertise in configuring PMTA on Linux servers, this involves setting up authentication, bounce handling, feedback loops, and other features to ensure successful email delivery. Dealing with bulk/mass marketing email systems and configurations.
- Engaged in ensuring high deliverability rates, and maintaining the email reputation of IPaddresses.
- Comfortable in using the command line interface for Linux.
- Deliverability and Email best practices including: DKIM, SPF, Domain Key, DMARC, DNS, BIMI, AMP and DNSBL.
- Understanding and implementation of SPAM laws and policies including: CAN SPAM, Certified Sender and Whitelisting
- Client interactions at all technical levels.
- Trained employees on email deliverability concepts, MTA Management and Monitoring. Have working knowledge of maintaining IP reputation.

2. Email Deliverability Engineer, Route Mobile Limited

Mumbai, India |Nov-2022-May2023

Primary Responsibilities:

- Responsible for designing, implementing and monitoring email infrastructure and managing email deliverability.
- Knowledge of Inbox Placement, IP Addresses delisting and management.
- Bounce management like Soft Bounce and Hard Bounce.
- IP warmup process and Domain Warm Up Process
- Experience with MTA (PMTA or others)
- Demonstrated hands-on experience in all aspects of email marketing, from planning and execution to monitoring and reporting.

3. Software Engineer, Shiprocket

New Delhi, India |Since May-2023

Primary Responsibilities:

Proficient in PMTA installation, configuration, and optimization.
Consistently achieve high inboxing rates and open rates.
Resolve complex email deliverability issues to enhance client satisfaction.
Implement email verification services to reduce hard bounces.
Successfully manage IP and domain warm-up procedures.
Monitor and proactively prevent blacklist listings.
Establish and manage feedback loops with leading email providers.
Implement strategies to minimize spam reports and reduce spam rates.
Ensure impeccable email authentication through SPF, DKIM, and DMARC.
Quickly identify and resolve technical issues to minimize disruptions.
Produce insightful deliverability reports to guide strategic decisions.
Maintain compliance with email regulations (e.g., GDPR, CAN-SPAM).
Collaborate effectively with cross-functional teams.
Maintain comprehensive documentation of email processes and configurations.
Expanded expertise to include other communication channels such as WhatsApp, SMS, and onsite interactions.
Proactively addressed customer queries related to integration, automation, broadcast, and campaign issues.
Possessed hands-on experience in Linux, Redis, MongoDB, PostgreSQL, and SQL, contributing to a well-rounded skill set for comprehensive system management.

Work Skill:

- Linux System
- DNS configuration
- PMTA configuration
- SPF/ DKIM/ DMARC, CAN- SPAM act,
- Analyzing Skills, Good Learner,Hardworking.
- Committed to continuous learning and skill development.

Achievements:

- STAR performance award for Quarter 1

Academic Qualification:

Degree	Branch	College/University	Passing out Year	Percentage
Bachelors of Engineering	Computer Engineering	MGM college of engineering and technology (Mumbai University)	2020	64.80%
Diploma	Computer Technology	Bharati Vidyapeeth Institute of Technology, Kharghar(MSBTE)	2017	71.24 %
10th	-	Maharashtra State Board	2014	85.40%

Technical Skills:

Linux, MS SQL, HTML, Python

Personal Details:

- Date of Birth: 18th August 1998
- Language Known: English, Hindi, Marathi
- Hobbies: Painting, Drawing, Watching Movies, Listening Music, Cooking

I hereby declare that the above information provided by me is true and accurate to the best of my knowledge.

Place:

SAYLEE SHINDE

Date: