

Laxman Bhagwan Manware



Summary

Experienced Email Marketing & CRM professional with 2 years of proven success in developing and executing targeted campaigns that drive engagement and conversions. Skilled in email list segmentation, A/B testing, and email automation strategies, resulting in a 30% increase in overall campaign effectiveness. Collaborative team player with a keen eye for design and industry trends, consistently outperforming industry ESP data.

Employment History

- **SMART 5 MEDIA. Pvt, Ltd, Hinjwadi-1, Pune**
March 2022 — January 2024

Designation: Email Marketing & CRM Executive
Domain: Digital Marketing

- Working with the marketing team to develop and execute strategic email marketing plans and strategies.
- Identifying target segments, defining campaign goals and determining optimal frequency and timing of sending emails.
- Monitor and study email campaign key performance indicators (KPIs), such as email deliverability, open rates, click-through rates, conversions and ROI.
- Design visually appealing email templates that are responsive across devices and browsers.
- Manage end-to-end campaigns: Planning, gathering requirements from all stakeholders, briefing the editorial and creative teams, pulling audiences, collating and communicating feedback and project updates in the most efficient way

Education

Diploma, Soniya Gandhi polytechnic, Shrigonda
August 2020
Diploma in Electrical engineering

Details:

A/P-Shrigonda
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DOB- 01-Dec-1998

Skills:

- MS- Office
- MS- Excel
- Campaign Marketing
- Testing
- Email Marketing
- ESP
- HTML
- CSS
- Basic JavaScript
- Orion
- Mailchimp