

SAI KIRAN BRUNGI

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Job Profile

Having more than 3+ years of experience as a Campaign Executive in Email Marketing, Email Deliverability and Lead Generation.

Education

BACHELOR OF ENGINEERING in **Electronics and Communication Engineering**, from **Institute of Aeronautical Engineering**, Hyderabad (2013-2017) with aggregate of **69%**.

Experience

September 2017 – Present **Aptroid Consulting India pvt limited (Zeta Global)**.

Designation : **Member Technology**

Company Profile : **Aptroid** is an entity of **Zeta Global**, **Aptroid** is a digital marketing Company focused on helping marketers transforms the customer experience by increasing engagement.

Job Responsibilities

- Responsible for **designing, configuring, supporting and optimizing Campaigns**. End to end campaign management implementations by understanding customer requirements and providing optimum design solution based on requirements.
- Interact with clients for strategic discussions & improvements.
- Look into the **email deliverability of emails & apply FBL for various Ip's & domains**.
- Review **the campaign & Content** before executing.
- Involved in developing strategies for future campaigns based on previous insights and present trends to achieve defined targets.
- **Tracking and reporting** on the performance of the campaigns.
- Campaigning test environment **A/B Testing**.
- Closely examine the **deliverability metrics**, in order to make sure campaign performs well.

Tools Used: *Green Mailer, Zeta Mail, Zeta Hub.*

Expertise

- Email Marketing
- Email Deliverability
- Campaign Management
- Campaign Analysis
- CRM Reporting & Tools
- Lead Generation
- Budget Management
- Affiliate Marketing

Accomplishments

- Managed email campaigns for the key brands like **AT & T, Progressive, Lyft, SPRINT USA & LIBERTY UNIVERSITY**, and continuously communicated with the team for better performance.
- **Initiated** two successful departments, which researches on the latest trends and plan things accordingly to **maximize user interaction**.
- **Created** marketing strategies, which **drastically increased** the **opens rate, CTR** and more audience to the client's website.
- **Formed a team** which figures out the **best practices** of the **top performing brands** and try to replicate with other brands seeking better performance.

Certifications

- Email Marketing Certified, by HubSpot Academy.

Skills

Technical Skills

- Proficient in Deliverability Metrics.
- HTML basic knowledge.
- Good copywriting skills (Subject and from line).
- Email Click through Rate.

Interpersonal Skills

- Strong Verbal and Written Communication Skills.
- **Decision-making leadership**, acceptance of responsibility and evidence of team-work.
- **Quick learner**, self-motivated and with good sense of humor.
- Hard worker while creative.
- Self-Motivated
- Able to think big and achieve it.

Declaration

I hereby declare that above furnished particulars are true to the **best of my knowledge and belief**.

SAI KIRAN BRUNGI