

# Vasant Sawade

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## Summary

Creative and skilled Email Marketing Specialist has excellent email marketing campaign development and strategy. Has excellent writing abilities and a thorough understanding of persuasive marketing strategies. Has a bachelor's degree in engineering and over three years of experience in email marketing. On the one hand, a Google AdWords, Google Analytics, Management, Data Analysis, Microsoft Office, and Project Management expert; on the other hand, a basketball, Linkin Park, and Heavy Rock music enthusiast.

## Experience

### MACHINTEL Digital Marketing Associate

Machintel

May 2021 - Present (1 year 1 month +)

Developed and implemented email marketing campaigns for various clients.

Ensured brevity and accuracy of marketing messages.

Consulted with clients for email marketing campaign planning.

Made sure marketing messages were mobile phone friendly and Reviewed emails for brevity and accuracy of information.

Used database systems to track generated leads.

### Digital Marketing Executive

Skylex Software Inc

Jun 2019 - Jan 2021 (1 year 8 months)

Email Marketing:

- Create various email lists and campaigns.
- Create and design various CTAs and email templates.
- Build creative, messaging, and content for campaigns using email and automated marketing by using Click dot mailer, IBM tool, mail chimp, Benchmark, Elastic Mail, Mailchimp Sedin Blue.
- Create A/B tests for campaign optimisation on many devices and platforms.
- Ensure email marketing message is conveyed clearly and delivered properly to prospects and Analyse data and metrics for individual campaigns.
- Include effective 'call-to-actions' in email copy, advertisements, and promotions.

Drive improvements across all KPIs – open rates, click-through rates, conversions

Search Engine optimization (SEO)

- on page optimization: - Meta Title, Description, Keywords Creation, Interlinking. Upload reports in website backend.
- Analysing traffic, visitors, clicks & impressions bounce rate in Google Analytics.
- Optimizing content according to the user point of view.
- Keyword brainstorming for PPC campaign, Collects competitor keyword and ranking data

- Off pages optimization: - 3rd party Submission, Social Bookmarking Sites, Forum Submission. Blog Submission on – Blogger WordPress, Tumblr, Weebly, Over blog, etc. Article Submission. PR Submission, Video Submission. Image Submission.

Digital Marketing Other Insights

- Keyword Research: Exploring the best keywords by with keyword planner, google analysis, keyword explores.
- Google analytics Tools, Webmaster tools

Social Media optimization (SMO)

- LinkedIn – LinkedIn Profiles building, Company page design, LinkedIn Group Discussion, Pulse.
- Facebook – Company Page, increase friends and likes, joining relevant groups.
- Twitter business profile creation and promotion.
- Google+ community, Profile and business page creation. Pinterest, Stumble Upon, Xing, etc.

## Digital Marketing Executive

Volazi e-consulting pvt ltd

Sep 2018 - May 2019 (9 months)

Create email marketing campaigns to promote products or services.

- Ensure marketing message is conveyed clearly and delivered properly to prospects. • Ensure messages are sent in proper form and template using ESP.
- Develop a personalization strategy. • Review messages for brevity.
- Send messages to those who have opted in for messages.
- Create database of emails for lead generation. • Follow up on interested respondents.
- Purge nondeliverable email addresses and optouts.
- Include persuasive 'call-to-actions' in advertisements and promotions. • Track and analyze direct and interactive marketing campaigns.
- Use statistical analysis and reports to create campaigns.
- Coordinate and monitor the maintenance, integrity, and security of several databases. • Social media promotion

## Electrical Engineer

Aug 2017 - Aug 2018 (1 year 1 month)

Pannel and circuit design

Procurement

PLC programming and protocol execution.

## Education



### JSPM's Rajarshi Shahu College of Engineering

Bachelor of Engineering - BE, Electrical, Electronics and Communications Engineering

Aug 2014 - Jul 2017



### Government polytechnic washim

Diploma in Engineering, Electrical, Electronics and Communications Engineering

Jun 2011 - Jun 2014

## Licenses & Certifications



**Email Marketing** - HubSpot Academy

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**Email Marketing: Strategy and Optimization** - LinkedIn



**Mailchimp Essential Training** - LinkedIn



**Online Marketing Course** - eMarketing Institute

CERT001554376-EMI



**Email Marketing** - eMarketing Institute

CERT001554340-EMI



**Advanced Email Marketing** - Simplilearn

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## Skills

Email Marketing • Marketing Analytics • B2B Marketing Strategy • Digital Marketing • Engineering • Social Media Optimization (SMO) • Search Engine Optimization (SEO) • Lead Generation • Advertising • Online Marketing

## Honors & Awards



**Top Performer Q3** - Machintel

Jan 2022