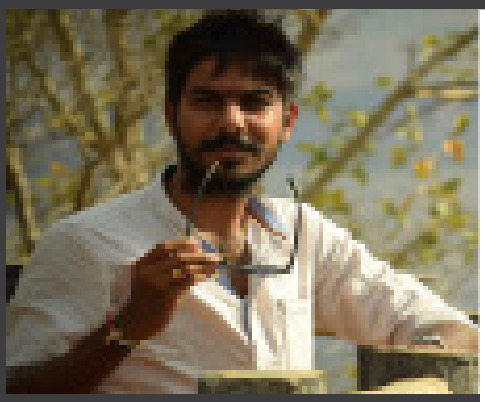

Kishore Gadangi

Campaign Manager

INFO

Kishore Kumar Gadangi

+91 - 707 567 54 45

gadangikishore@gmail.com

Hyderabad

SKILLS

Adobe Illustrator

Adobe Indesign

Adobe Photoshop

HTML/CSS

AMPSCRIPT

Dream Viewer

E-mail Marketing Platforms

SFMC

SmartFocus

SendGrid & MailChimp

Personal Information

Date of Birth :23 Aug, 1989
Nationality :Indian
Gender :Male
Marital status :Married
Blood Group :O -ve
Hobbies :Watching Movies & Cricket, Browsing Internet.

STATEMENT

Campaign Manager with 3+ years of experience in Email creation, Campaign Execution, Quality Analysis. Exceptional communication, collaboration & team-building skills with proficiency at grasping new technical concepts quickly.

Equipped with the ability to escalate brand awarness by utilizing skill gained in the creative industry, being able to identify opportunities, overcome objections, build long term mutually beneficial relationship with vendors, workforce and clients.

EXPERIENCE

2018 - Present
Redefine TechSoft Pvt Ltd - Campaign Manager:
On a day to day basis, gathering campaign requirements from client and executing them. Helped client to deploy campaigns from their end. Provide functional support to complex programs/campaigns. Monitored campaigns and alert them when needed. Prepared weekly / Monthly reports on clients on different programs and presented the same. If there are any delivery issues, worked in close collaboration with other technical teams and provided detailed analysis and suggestions to improve performance.

Summary:
• Create and execute a wide variety of email marketing campaigns (end to end process).
• Proactive in taking responsibilities and ownership of the assigned tasks, and projects
• Analyzing and Understanding Business Requirements and Specifications of Client.
• Ensuring design and layouts of emails are optimized to user and mobile-friendly.
• Attention in **A/B testing** campaigns & their results. Ability to prioritize and execute tasks simultaneously.
• Communicating with the client directly in daily and weekly calls.
• Support various teams with their marketing automation execution within **SFMC**
• Working on marketing cloud along with building dynamic emails using **Ampscript**
• Working on Using **Ampscript** conditions for dynamic landing pages as per the client requirement
• Working on various **Automation Studio** activities
• Create emails, segments/audiences, and journeys within **SFMC** using pre-existing templates
• Problem Solving ability and consideration of process improvements Excellent organizational skills & strong attention to detail strong written &verbal communication skills.
• Ability to Understand, develop or edit HTML/CSS for email templates.
• Testing of email campaigns on different ISP's to confirm on rendering and SPAM conditions.
• Creating a Customer database for targeting the email campaigns based on the customer profile field by setting filters within the Email campaign tool.
• Create enhanced reports to measure the performance of high impact marketing campaigns.
• Quick learner and Enthusiastic to learn new Technologies

Project Description:
Tourism Ireland is the agency responsible for marketing the island of Ireland as a holiday and business tourism destination overseas.
It devises and implement world-class marketing programmes in more than 20markets across world and provide industry partner with opportunities to market their own products and service alongside overseas
Responsibilities:
• Manage the client relationship on a production operations level.
• Actively seek into foster the client relationship through effective communication & expectation setting.
• Manage campaign calendar both internal & external communications of time, scope & cost.
• Gather campaign assets and requirements from client and manage campaign production through deployment.
• Utilize basic database knowledge to create highly customizable campaigns.
• Perform platform Quality Assurance in **Litmus.**
• Monitor campaign performance tracking and custom reporting.
• Act as the client's primary point of contact for email campaigns.
• Manage and maintain campaign documentation.
• Perform automated campaign monitoring and issue resolution management.

EDUCATION

2004-2006
Intermediate: Millennium Junior College, Karimnagar
2006-2010
Engineering: Ramappa Engineering College, Warangal under JNTUniversity