

**Job Role:** Campaign Executive

**Location:** Bangalore

**Salary :** As per industry standards based on your performance and skill set

**Duration:** Full Time

**Qualification:** BE/B Tec, BCA, MCA, BCA, Bsc, Msc

**Year of Passout:** 2021, 2022 and 2023

### **Job Responsibilities:**

- Build graphical, content rich, interactive email campaigns using tools such as HTML editor(s) and Photoshop.
- Email rendering, linking and deliverability with multiple ISPs and troubleshoot any problems as they arise.
- Schedule, target and load multiple emails simultaneously.
- Coordinate email targeting, utilizing marketing database to run queries.
- Work with email service provider to help resolve creative, deliverability and reporting issues.
- Analyse and report on key email performance indicators (deliverability, list counts, unsubscribes, email response such as CTR, open rate and conversion).
- Identify opportunities for optimizing email performance results based on key performance indicators.
- Keep current on email/marketing creative, delivery, and optimization trends.
- Exhibit professional conduct in all business relationships, actions and communications.
- 

### **Skills:**

- Solid knowledge of current standards and web development techniques.
- Solid knowledge of cross-browser and email environments (Firefox, IE, Chrome, Outlook).
- Email deployment experience preferred.
- must be process oriented and self-motivated.
- Must have strong communication skills in Hindi & English.