

Curriculum Vitae

MANIGANDAN.Y

Gmail : maniyellumalai@gmail.com

Mobile No : +91 8296767709

Present Address:

1st Main, 2nd Cross, Bhuvaneshwari nagar, Bangalore-560023.

Profile Summary:

- Email Marketing and Chat Specialist with over 5+ years of successful experience.
- Hand on experience on Email marketing, Journey Builder, Automation Studio, Email Studio, Contact Builder, Landing pages, suppression list and Campaign management in SFMC.
- Understand products and services offered by the website and be able to articulate its functions and benefits to external audiences.
- Ready to explore and learn new technologies.

Technical Skills:

Ticketing tool: Zendesk, Freshdesk & 24/7 Assist, Slaesforce.

Salesforce Marketing Cloud, Email Marketing tools like Sendnow, Octane, Interactive, Intersphere etc.. Advertising studio, MSPowerpoint, MS-Excel, MS-Access DB, Social Media Marketing, Linkedin Marketing. Other Applications: Microsoft Excel, PowerPoint, MS Office.

Professional Experience :

Company Name : Tertium Technology Private Limited (From 03rd September 2020 to June 11th 2023)

Designation : Customer Service Representative- Email and Chat support

Job role and Responsibilities :

- Responsible for handling Email and Chat to assist customers based on their queries regarding deals, products and services.

- Answering Customers Query, Complaints
- Identifying customer's needs and providing first-hand product information via live Chat.
- To inform customers about the status of the order by following the tracking details.
- If a customer is facing any problem in placing the order to resolve the issue in a timely manner.
- Escalating unresolved customer requests and pass on grievances to higher departments for
- further investigation and clarification.

Company Name : Mangates Tech Solutions Private Limited (From 22nd August 2019 to December 10th 2019)

Designation : Email Marketing Campaign and Chat Specialist.

Project Details - Education Vertical Projects that includes sending Promotional emails for different courses, notifications, course materials, newsletters and webinar promotional emails for different geographies.

Job role and Responsibilities:

- Worked as Campaign Developer
- Create, Implement and update Automations, Journey Builder, Audience builder, Contact Builder through Salesforce marketing cloud.
- Create emails, landing pages, targeted lists, Data Extension, A/B tests.
- Create Lists, Sender and Delivery profiles, Reply Mail Management.
- Create multiple automation activities like Data import and Tracking reports.
- Optimize metrics like opens, clicks and bounce rates
- **Email Campaign** : Creating CSV and executing campaigns through Email marketing tools.
- Email Marketing Tools : **Netcore, SendIn blue & Todrock.**
- Email support / Chat support to clients for more information, details about the product & schedule demonstration about the product.

Company Name : GraspSkills Private Limited (From 14th Feb 2017 to 23rd March 2019)

Designation :Email Marketing Executive and Business development Executive.

Job role and Responsibilities :

- Having Experience in Data mining, Data extraction.
- Formatting and cleansing the data.
- Having Experience on Email appending, Data appending, Data process.
- **Email Campaign:** Creating CSV and sending email through software tools.
- Having Experience in B2B Lead Generation.
- Having Experience in Email Marketing and campaigns.
- Email Marketing Tools : **Interactive, Interspire & Sendnow & Octane.**

Academic Profile:

- Vivekananda Degree College, Bangalore.
B.Sc. Bachelor of Science in Chemistry, 2013-2016
- Sheshadripuram Pre University, Bangalore.
PCMC, 2011-2012

Personal Details:

Name : Manigandan Y

Father Name : Yelumalai

Mother Name : Manourmani

Nationality : Indian

D.O.B : 02-11-1995

Languages Known : Tamil, English, Kannada, Telugu.

Hobbies : Listening to music, Playing Cricket.

Declaration:

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

Date:

Place: Bangalore

Signature
(Manigandan)