

SUKHPAL SINGH

9592283835

singhpency1@gmail.com

VPO Rampur, Disitt- Ludhiana

SUMMARY

I have a background in digital marketing with a strong focus on email marketing. Over the past few years, I've worked on creating and sending marketing emails, selecting the right content based on what people click the most, and selecting subject lines that help get more opens. Additionally, I use Tableau to analyze email performance data, compare different templates, and understand which designs and formats lead to better engagement. This helps me make data-driven decisions to improve email effectiveness.

WORK EXPERIENCE

Email Marketing | Assistant Team Lead

OPK e-Services Pvt Ltd

May 2020 - Present

- Analyzed campaign performance using analytics tools and provided detailed reports to stakeholders to inform future marketing strategies.
- Maintained a strong understanding of industry trends and best practices in email deliverability, inbox placement, and personalization.
- Strategically selected email content based on historical **CTR (Click-Through Rate)** performance, ensuring only high-engagement topics and formats were included in campaigns.
- Conducted A/B testing on subject lines to identify what resonated best with different audience segments, leading to a **consistent 20-30% open rate** across campaigns.
- Curated subject lines using emotional triggers, urgency, and personalization, which improved open rates by **up to 40%** for targeted campaigns.

RELEVANT SKILLS

- Basic knowledge of web hosting, including working with Hostinger to manage domains, hosting settings, and cPanel.
- Familiar with WordPress, including setting up websites, installing themes and plugins, and customizing site appearance for better performance.

EDUCATIONAL HISTORY

B.TECH | INFORMATION TECHNOLOGY

Ludhiana College Of Engineering And Technology

2015 - 2018