

Aditya Sharma S/o Sh. Ishwari Parsad Sharma

Total Work Experience: 7 Years

Professional Summary

Results-driven **Email Marketing and LinkedIn Outreach Specialist** with **7 years of experience** designing, executing, and optimizing high-performing outreach campaigns. Proven expertise in lead generation, audience segmentation, automation, deliverability optimization, and conversion-focused messaging. Strong ability to align marketing efforts with business growth objectives.

Key Skills & Expertise

- Email Marketing Strategy & Execution
- LinkedIn Outreach & Lead Generation
- Campaign Automation & Funnel Design
- Audience Segmentation & Personalization
- Email Deliverability & Open Rate Optimization
- CRM & Marketing Tools (Mailchimp, HubSpot, etc.)
- A/B Testing & Performance Analytics
- Copywriting for B2B Outreach

Professional Experience

Email Marketing Manager

MCOP.Online | *December 2023 – January 2026*

- Led end-to-end email marketing strategies for B2B campaigns
- Managed outreach funnels to improve lead quality and conversions
- Optimized deliverability, reducing bounce and spam rates
- Mentored junior team members and standardized outreach processes

Email Marketing Specialist

GRV Infotech | *April 2021 – November 2023*

- Designed and executed targeted email campaigns for lead nurturing
- Improved open and response rates through segmentation and A/B testing
- Collaborated with sales teams to align outreach with business goals
- Managed campaign analytics and reporting

Social Media Executive

SuperTech IT Solutions | *February 2019 – March 2021*

- Managed social media presence across multiple platforms
 - Supported lead generation through social campaigns
 - Created engaging content aligned with brand messaging
 - Assisted marketing teams with outreach initiatives
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DOB: 27th November, 1984

Address: 2063, Sector 21C, Chandigarh

Nationality: Indian

Languages Known: English, Hindi, Punjabi

Date: 10th February, 2026

Place: Chandigarh