



Mowliya K

Associate Software Engineer

Contact

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Skills

Technical Skills :

- Programming: Java, HTML, CSS,
- Database: Oracle SQL
- CRM Tools: Zoho CRM, HubSpot CRM
- Reporting Tools: Google Analytics, Tableau

Email Marketing & Automation :

- Campaign Management (Mailchimp, HubSpot, SendGrid, Pippost, Mailgun)
- A/B Testing
- Email Template Design
- Lead Generation
- A/B Testing and Campaign Optimization

Marketing & Analytics Tools:

- Google Ads (AdWords), Google Tag Manager
- SEO, SEM, PPC Campaigns
- Web & Social Media Analytics
- Conversion Tracking & Pixel Setup

B2B Projects & Campaign Highlights

- Ran targeted B2B campaigns generating 300+ leads for SaaS clients.
- Boosted email engagement by 25% with A/B testing and automation.
- Created segmented workflows to nurture leads and improve conversions.

Declaration

I hereby declare that the information provided above is true to the best of my knowledge.

PROFESSIONAL SUMMARY

- Data-driven Email Operation Analyst with 2 years of experience in designing, executing, and optimizing high-impact email campaigns that drive engagement, conversions, and revenue growth. Skilled in A/B testing, segmentation, automation workflows using HubSpot, Mailchimp, and performance analytics to maximize ROI. Expertise in email deliverability SPF, DKIM, DMARC, PowerMTA, and ISP compliance (Gmail, Outlook, Yahoo) to ensure optimal inbox placement.

Work Experience

Associate Software Engineer | Email Marketing Analyst

Vintorix Private Limited, Chennai

MAR 2021- May 2023

- Designed and developed responsive email templates using HTML/CSS, achieving 99% rendering accuracy across major browsers and ISP's (Gmail, Outlook, Yahoo, AOL, AT&T).
- Queried subscriber and campaign data using SQL for segmentation, analytics, and reporting, resulting in targeted outreach and improved engagement.
- Collaborated with developers on Java-based CRM systems, integrating custom automation triggers and workflows.
- Participated in API-based campaign integration and data validation using Postman and internal dashboards.
- Simulated backend logic for automated email journeys using conditional statements similar to programming constructs.
- Worked with Git for version control and participated in Jira-based Agile workflows.
- Executed 300+ monthly email campaigns across HubSpot, Mailchimp, and SendGrid, achieving a 28% open rate.
- Implemented A/B testing for subject lines, content, and CTAs, improving CTR by 15%.
- Established SPF/DKIM/DMARC protocols, cutting spam complaints.
- Conducted IP warming for new domains, achieving 95% inbox placement within 6 weeks.
- Optimized Pippost and Mailgun for high-volume transactional emails.

Education

BE - Computer Science & Engineering 2017-2021

Erode Sengunthar Engineering College, Erode
scored 7.58 CGPA.

Higher Secondary 2017

Sivasailam Chamraj Hr. Sec. School, The Nilgiris
scored 69%.

SSLC 2015

Little Flower High School, Coonoor
scored 87%

Signature

[Mowliya K]