



**ANYTIME  
INVEST**  
निवेश आपका, भरोसा हमारा

**ANYTIMEINVEST Services Pvt. Ltd.**

GSTIN : 07AASCA6588J1ZU

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## SKILLED HELPERS WELCOME !

### JOB DESCRIPTION | Email Marketing Executive

At Anytime Invest, We are seeking a highly skilled and results-oriented Email Marketing Executive to drive our email marketing strategy, enhance customer engagement, and support our business growth objectives. The ideal candidate will possess expertise in designing and executing data-driven email campaigns, leveraging automation tools, and delivering measurable outcomes. This role requires close collaboration with cross-functional teams to ensure the seamless execution of marketing initiatives.

#### Role & Responsibilities:

- \* Develop and implement email marketing strategies to drive customer acquisition, engagement, and retention.
- \* Create detailed email marketing plans aligned with organizational objectives and product offerings.
- \* Craft and manage high-quality, engaging email content in collaboration with copywriters and designers.
- \* Ensure all email communications reflect brand identity and resonate with target audiences.
- \* Leverage customer data to segment audiences and create personalized email experiences.
- \* Implement dynamic content strategies to enhance relevance and engagement.
- \* Design and implement automated email workflows, including onboarding, re-engagement, and lifecycle campaigns.
- \* Monitor and optimize automation processes for efficiency and effectiveness.
- \* Analyze email campaign performance metrics (open rates, CTR, conversions, etc.) and provide actionable insights.
- \* Prepare detailed reports to evaluate campaign ROI and inform strategic decisions.
- \* Maintain and update email databases, ensuring data accuracy and compliance with regulations (e.g., GDPR, CAN-SPAM).
- \* Develop strategies to grow the email subscriber base organically and through targeted campaigns.
- \* Conduct A/B testing to optimize email subject lines, design, content, and CTAs.
- \* Continuously refine email templates to improve performance across devices and platforms.
- \* Ensure compliance with global email marketing regulations and best practices.
- \* Stay abreast of industry trends and emerging technologies to maintain a competitive edge.

#### Desired Candidate Profile:

- \* Bachelor's degree in Marketing, Communications, Business Administration, or a related field.
- \* Certification in Email Marketing, Digital Marketing, or CRM management.
- \* Experience in B2B/B2C email marketing.
- \* Familiarity with CRM systems and their integration with email platforms.
- \* Advanced expertise in data-driven marketing and customer journey mapping.
- \* Proven experience in managing and executing successful email marketing campaigns.
- \* Expertise in email marketing platforms (e.g., HubSpot, Mailchimp, Salesforce Marketing Cloud).
- \* Strong understanding of marketing automation, segmentation, and personalization techniques.
- \* Proficiency in analytics tools (e.g., Google Analytics, email platform reporting) to track and evaluate campaign performance.
- \* Basic knowledge of HTML/CSS for email customization and troubleshooting.
- \* Exceptional attention to detail and ability to manage multiple campaigns simultaneously.
- \* Excellent communication, organizational, and time-management skills.
- \* Strategic thinking with a focus on results.

#### Preferred Work Experience:

- \* Minimum of 1-3 years of experience in Email Marketing.

#### Perks and Benefits:

- \* Salary + Lucrative Incentive + Bonus

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