

# Candidate Report

Digital Marketing

Marketing

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## MOHAMMED FAQRUDDIN

CAND - 000061

**Role:** Email Marketing Specialist    **Company:** INTERNATIONAL SCHOOLS PARTNERSHIP LIMITED

**Experience:** 9 years

### Contact Information

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Location

Bengaluru, INDIA

### Professional Information

Current Company

INTERNATIONAL SCHOOLS PARTNERSHIP LIMITED

Current Job Title

Email Marketing Specialist

Total Experience

9 years

### Skills

|                        |                   |           |           |            |        |                          |                 |         |
|------------------------|-------------------|-----------|-----------|------------|--------|--------------------------|-----------------|---------|
| HubSpot                | Digital Marketing | Analytics | SEO       | Salesforce | HTML   | CSS                      | Pardot          | Marketo |
| Google Analytics       | Ahrefs            | Semrush   | WordPress | Concrete5  | Joomla | Adobe Experience Manager |                 |         |
| Microsoft Dynamics 365 | GenAI             | CMS       | C         | C++        | Java   | PHP                      | MS Office Suite |         |

## Education

- **Bachelor of Engineering**

Visvesvaraya Technological University, Karnataka, India  
- 2015

## Certifications

- **Fundamentals of Digital Marketing, Social Media and E-Commerce**

The Wharton School

## Languages

ENGLISH

HINDI

URDU

KANNADA

## Employment History

- **Email Marketing Specialist**

INTERNATIONAL SCHOOLS PARTNERSHIP LIMITED

8/1/2025 - 2/1/2026

Designed and developed visually compelling, mobile-responsive email templates across ISP regions. Built, tested, and deployed high-performing email campaigns using enterprise ESPs. Created modular, reusable email components and established a centralised design system

- **Senior Specialist (Product Engineering)**

BRISTLECONE

10/1/2020 - 4/1/2025

Supported the USA EdTech Marketing Operations team, delivering end-to-end campaign management and technical marketing execution. Built, tested, and managed national advertising campaigns in Marketo, including email, landing pages, and lead-nurture workflows

- **Marketing Operations Specialist**

EdTech Illuminate India Private Limited

12/1/2015 - 9/1/2020

Administered and managed marketing automation systems (Pardot, HubSpot) and Salesforce CRM. Developed and executed integrated B2B marketing campaigns focused on lead generation, nurturing, and retention

## Position Requirements