



Name: Amit Umedali Lakhani
Designation (Grade): Associate Consultant (B1)
Role: Adobe Developer (API Automation)
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SUMMARY

- Experienced IT professional with over **4.5 years in IT Domain** and **nearly 3 years in campaign management**.
- Holds a **B. Sc. in Computers** and enjoys learning new technologies, showcasing problem-solving abilities, teamwork, and quality work even under pressure.
- Experienced in using different software development methodologies like Scrum, Agile and Waterfall.
- Hands-on experience in producing product requirement documents, design document, project planning and user manuals.
- **Excellent interpersonal skills** to facilitate effective business communication.

EDUCATION & CREDENTIALS

- **Bachelor of Technology** (Computer Science), from **Modern College, Pune, INDIA**

TECHNICAL PROFICIENCIES

Technologies	Adobe Campaign Classic, Adobe Campaign Standard, Adobe Journey Optimizer
Methodologies & Frameworks	Agile, SCRUM, Waterfall
Platforms	Microsoft Windows, Adobe Experience Platform
Applications / IDE/CMS	Visual Studio Code, Eclipse, PyCharm, NetBeans, Notepad++, Wordpress
Programming Languages & Web Development	Python, Javascript, HTML, CSS
Version Control Systems	GitHub
Database Management System	Microsoft SQL Server
Cloud Computing Platforms	Amazon Web Services (AWS)
Virtualization	VMware
Project Management Tools	JIRA, TRELLO, GITHUB, AZURE Boards
Collaboration Tools	Microsoft Teams, Zoom, Google Meet, Skype
Data Analytics & Visualization Tools	Tableau, PowerBI, Adobe Analytics, Splunk



PROFESSIONAL EXPERIENCE

Food Chain Industry
Role: Developer

Jan 2024 – Present

PROJECT DESCRIPTION

A **Fast-Food Chain company** which uses Adobe tools to run customer-targeted campaigns. We offer rewards and analyse data to improve our marketing efforts and enhance customer satisfaction.

RESPONSIBILITIES:

- Spearheaded initiatives within **AJO's Data Management** and **Decision Management modules**, ensuring seamless integration of schemas, data integrity, and **dynamic rule sets**.
- Leveraged **Adobe Experience Platform (AEP)** and **Adobe Campaign Classic (ACC)** tools for enhanced campaign management.
- Orchestrated **API integrations via Postman & Python** for efficient connectivity.
- **Collaborated closely with Middleware and QE teams** to expedite development processes.

ACHIEVEMENT

Developed **multiple API automations** to enhance tool productivity, resulting in improved returns and increased efficiency.

Food Chain Industry
Role: Developer

Jun 2022 – Dec 2023

Project Description

A **Fast-Food Chain company** which uses Adobe tools to run customer-targeted campaigns. We offer rewards and analyse data to improve our marketing efforts and enhance customer satisfaction

Responsibilities:

- Utilized Adobe Campaign Classic for advanced campaign management, leveraging its robust features for targeted messaging and personalized customer experiences.
- Implemented **Adobe Campaign Standard** to streamline campaign execution, ensuring seamless **delivery across multiple channels**.
- Orchestrated API integrations to seamlessly connect Adobe Campaign Classic and Adobe Campaign Standard with other systems, enabling efficient data flow and streamlined workflows.
- Collaborated closely with cross-functional teams to optimize campaign strategies and drive impactful results.

Achievements:

Developed multiple workflow solutions to automate system functionalities, enhancing efficiency and productivity.



ECO Appliances
Role: Senior IT Executive

Jan 2022 – June 2022

PROJECT DESCRIPTION

ECO Appliances specializes in sales and services of premium home appliances globally. With our strategic campaign management, we reach customers in the USA and around the world.

RESPONSIBILITIES:

"I specialize in managing campaigns, handling technical Inventories, overseeing websites, coordinating IoT applications, and improving customer interfaces for better experiences."

iCodex Publishing Solutions Pvt. Ltd.
Role: Senior IT Coordinator

Mar 2021 – Nov 2021

Project Description

- Revolutionizing the **publishing industry** with a cloud-based intuitive workflow-cum-production platform.
- Empowering publishers, self-authors, freelancers, and publishing service providers.
- Streamlining project management from conception to publication.
- Enhancing collaboration and productivity with a user-friendly interface.
- Facilitating the creation of high-quality content through seamless workflow management

Responsibilities

- Procurement and management oversight of **our in-house data centre**, ensuring efficient asset **inventory management**.
- Prompt resolution of **data centre issues** through effective problem management.
- Administration of mail server operations for **Hosting Raja**.
- Oversight of managed services for **Nulab Backlog**.
- Management of antivirus and **firewall operations with SOPHOS**.
- Additionally, actively involved in **campaign management**, strategizing and executing targeted marketing initiatives to drive business growth.



Xangars Solution Pvt. Ltd.
Role: Software Engineer

Oct 2013 – Apr 2015

PROJECT DESCRIPTION

- Xangars Infratech is a **global IT solutions provider** specializing in the Insurtech sector.
- Our tailored services drive operational efficiency and enhance customer experience for insurance companies worldwide.

RESPONSIBILITIES:

- As an on-site project manager, I handle **client interactions** and **oversee SharePoint administration.**
 - Additionally, I engage in **Dot Net development** and manage **PowerBI** and **SQL administration tasks.**
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SOCIAL ACHIEVEMENT

- Actively involved in **volunteering** at the **Aga Khan Education Board**, demonstrating commitment to growth and community service.
- Member of **Scout Team**, which helps collaborating with different **NGO Organization**