



**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

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

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**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."

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**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**