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| **\\]]]]]]]]]]]]]]** | **Name:** | Amit Umedali Lakhani |
| **Designation (Grade):** | Associate Consultant (B1) |
| **Role:** | Adobe Developer (API Automation) |
| **Mobile Number:** | 8087575200 |
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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**

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| **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 |

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**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**

**Project Description**

**Jun 2022 – Dec 2023**

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.

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**ECO Appliances**   
**Role: Senior IT Executive**

**PROJECT DESCRIPTION**

**Jan 2022 – June 2022**

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**

**Project Description**

**Mar 2021 – Nov 2021**

• 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.

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**Xangars Solution Pvt. Ltd**. **Oct 2013 – Apr 2015**

**Role: Software Engineer**

**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.**

**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**

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