Manas Vikalp

UI Developer | Project Manager | Scrum Master (PSM I)|

⊙ Noida(India)

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Available to join immediately | IELTS- 7.5

Results-driven Project Manager and Digital Transformation Specialist with 9+ years of experience delivering enterprise IT, digital marketing, and customer experience initiatives in Agile (Scrum, SAFe, Kanban) and hybrid environments. Proven ability to lead cross-functional teams, manage complex project lifecycles, and bridge business-technology gaps to deliver measurable outcomes. Expertise in CMS management (Sitecore), SEO optimization, digital campaign execution, and enterprise payment integrations (UPI, Razorpay) to drive engagement and operational efficiency. Skilled in stakeholder alignment, requirements gathering, risk mitigation, and process automation. Certified Scrum Master (PSM I) with advanced proficiency in Jira, Confluence, Adobe Workfront, Google Analytics, and AI tools (ChatGPT, Claude, Gemini) to accelerate innovation and transformation initiatives.

PROFESSIONAL EXPERIENCE

Freelancer   Dec 2024- till now
Consultant   Remote

Digital Strategy & Brand Engagement

- Engaged with clients to conceptualize and execute digital growth strategies for social platforms.
- Successfully increased project impressions and engagement on the client's Twitter channel by **over 1000%**, building presence from scratch.
- Designed visually appealing **Meta assets** and contributed to the **design and development of the client's website**, ensuring brand consistency and usability.
- Collaborated with stakeholders to refine communication tone, audience targeting, and digital content calendar.

Rise Against Hunger India   April 2024- Nov 2024
ICT Manager   Bengaluru

Project/Client - Rise against Hunger India

- Delivered timely and efficient support to clients, donors, and internal stakeholders using phone, email, and documentation tools.
- Maintained service excellence through continuous communication, empathy, and ownership of support tickets.
- Ensured confidentiality of customer and partner data across warehouse and donation systems.
- Collaborated cross-functionally with operations and marketing to improve donor experience and logistics workflows.
- Implemented UPI and Razor pay payment solutions, integrating them into enterprise platforms to improve transaction efficiency and customer experience.
- Increased the Engagement rate and impressions on X(twitter) by 12% and 30% respectively, within 3 months.

Family Business & Professional Upskilling   Jan 2023 - April 2024
Product Operations & Certification Training   Remote

- Actively contributed to family-run business operations, focusing on **product marketing and distribution in rural villages**.
- Coordinated local engagement campaigns and vendor outreach to boost product visibility and trust in underserved areas.
- Gained hands-on experience in **grassroots marketing**, supply chain coordination, and relationship management.
- Simultaneously pursued **professional certifications and training** in:
  - **Scrum Master (PSM I)** – Scrum.org
  - **Business Analysis Fundamentals** – Online Learning Platforms (Coursera, Udemy)
  - Continued learning in **Agile frameworks, stakeholder communication**, and requirements gathering practices.

Indegene   June 2021-Nov 2022
Senior UI Developer & Customer Coordinator   Bengaluru

Project/Client - Amgen EU and Amgen US

- Creation of web pages with Front End technologies like HTML, CSS, Javascript
- Creation of FED for Sitecore team.
- Gathering requirements by communicating with Clients and stakeholders, analyzing and preparing Business requirement specifications.
- Creation of different web pages for different regions based on existing components
- Responsible for assigning tasks and review for the tasks done by the team using Jira
- Working closely with SEO teams to make sure on and off page recommendations are implemented
- Working closely with different teams (SFMC, Sitecore, QA teams) to get the things with error free delivery.

AWARDS & VOLUNTEERING

• **Certificate of Excellence, Entain**
Jan 2019

Languages

• **English**
(Fluent, IELTS 7.5)

• **Hindi**
(Native)

Entain India	Mar 2018 – Jun 2021
CMS Specialist & Agile Support Coordinator	Hyderabad

Project/Client - Sportingbet-BR GR, Casino and Poker

- Gathering requirements by communicating with Clients and stakeholders, analyzing and preparing Business requirement specifications.
- Creation of web pages based on content provided.
- Creation of Promotional assets based on Business needes.
- Created a guide on how to use Sitecore for the current project.
- Responsible for assigning tasks and review for the tasks done by the team.
- Fixing live issue whenever any incident is raised by Operation team
- Creation of Communications for players.
- Giving new ideas for process improvement
- Working closely with technical teams and games team to test any new functionalities.

Accenture	Oct 2014 – Mar 2018
Software Analyst	Mumbai

Project/Client - Sanofi and Mondelez

- Collaborated directly with business owners and clients to gather requirements, provide implementation suggestions, and coordinate across SDLC phases (plan, design, build, test, deploy).
- Managed deployments across environments using Sitecore, Octopus, IIS bindings, DNS entries, and AKAMAI CDN for improved performance; deployed 200+ sites to production.
- Provided after-hours technical and customer service support and created user manuals and KT documents.
- Created project-specific KT documents, configured New Relic monitoring, and handled multiple CRs, incidents, and production support activities.
- Developed and executed email campaigns, resolved critical post-build defects, and performed regression testing to ensure quality.
- Coordinated with development leads, BAs, and QA teams under Agile methodology to deliver projects on time.
- Implemented remediation strategies by moving CSS/JS to Sitecore, managed user roles and permissions, and executed bulk site deployments efficiently.

CORE SKILLS

Tools
Sitecore, Jira, Confluence, Adobe Workfront, Trello, Google Workspace, Microsoft Office 365, EMS, Figma, Canva, Meta Business Suite, Looker Studio, WATI, Google Analytics, Google Tag Manager, New Relic, HTML, CSS, JavaScript, SEO best practices, marketing automation tools, digital advertising platforms.

Project Management:
Agile (Scrum, SAFe, Kanban), Hybrid delivery, end-to-end project lifecycle, requirement gathering, sprint ceremonies, backlog grooming, estimation workshops, stakeholder engagement, risk & dependency management, Go-to-Market strategy, product lifecycle ownership, cross-functional leadership, process improvement.

AI Tools:
ChatGPT, Claude, Gemini, Copilot, DALL·E, Replit, ElevenLabs.

EDUCATION

B.E. in Information Technology	Nagpur

Priyadarshini College of Engineering, 2014