Manish Chandra Gatla

Digital Marketing Technologist | Web Developer | Salesforce Specialist

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SUMMARY

Data Science graduate with 4+ years of experience in digital marketing, web development, and email automation. Skilled in HTML/CSS/JavaScript, Salesforce Marketing Cloud, and CMS platforms like WordPress and Drupal. Proven ability to manage cross-functional projects, design responsive assets, optimize digital performance, and deliver user-centric experiences. Strong foundation in analytics and technical problem-solving, aligning with STEM background.

TECHNICAL SKILLS

Languages	HTML, CSS, JavaScript, SQL, Python
Email Tools	Salesforce Marketing Cloud (Journey Builder, Data Extensions), MailChimp
Web Development	WordPress, Drupal, UX Optimization, Accessibility Audits
Marketing Tools	Google Analytics (GA4), Meta Ads, HubSpot, Canva
Design/Assets	Adobe Photoshop, Figma, Poster/Signage Design, Digital Banners

CORE COMPETENCIES

Web Email Development, Campaign Automation, UX Design, Audience Segmentation, CMS Maintenance, Digital Asset Management, Performance Optimization, Cross-Team Collaboration, Technical Support

PROFESSIONAL EXPERIENCE

Delphic Software Solutions —Atlanta, GA (Remote)
Web Email Marketing Analyst   Feb 2023 – Present

- Designed and updated responsive web pages using HTML, CSS, and JavaScript; ensured ADA compliance and UX alignment.
- Built and deployed dynamic emails in Salesforce Marketing Cloud and Mailchimp; customized layouts using HTML/CSS.
- Created multi-step journeys with Journey Builder for lifecycle campaigns and user engagement flows.
- Managed data extensions and audience segments for targeted email delivery.
- Performed website audits and coordinated improvements across SEO, page speed, and mobile responsiveness.
- Developed landing pages for campaigns and monitored metrics using GA4.
- Collaborated with design teams to create banners, multimedia graphics, and signage assets.
- Assisted in managing digital asset folders, templates, and documentation standards across the org.

Rockline Solutions Pvt Ltd —Hyderabad, India
Marketing Web Assistant   Jun 2020 – Aug 2022

- Maintained WordPress content, updated program landing pages, and handled SEO optimization for academic campaigns.
- Used JavaScript and CSS for dynamic page sections and content toggles.
- Supported email testing and QA for monthly newsletters and donor communications in Mailchimp.
- Designed print-ready posters, internal signage, and branded visuals for events and campaigns.
- Assisted in tracking project deadlines, stakeholder feedback, and revisions across digital requests.
- Provided training and tech documentation for staff on CMS updates and digital asset guidelines.

EDUCATION

M.S. in Data Science   May 2024
University of the Cumberlands, KY
GPA: 4.0/4.0
B.Tech in Computer Science and Engineering   Aug 2021
SR Engineering College, India

PROJECTS

- **Salesforce Email Framework:** Developed reusable, mobile-optimized HTML templates for campaign teams, cutting email turnaround time by 50%.
- **CMS Accessibility Overhaul:** Conducted WCAG audits and rebuilt site sections in WordPress for usability and ADA compliance.
- **Dynamic Landing Page Builder:** Created modular JS-based layout blocks for high-speed campaign page launches under tight deadlines.