



# Mayank Sharma

I am an energetic, self-motivated, and responsible IT person who involves in requirement gathering and analysis and providing customer satisfaction by developing the product by authoring and coding.

## WORK EXPERIENCE

### Software Engineer, DigitUp

Gurugram HR • Aug 2020 – Present

### Technical Researcher & Analyst, Locus Rags

Jaipur RAJ • Aug 2019 – Jul 2020

## PROJECTS

### Webmaster Nordics, Unilever (Behalf of DigitUp)

WFH • Jan 2021 – Present

Solution Environment: AEM (Classic, Templated, SaaS), Contentful, Jira, KANA, SCM, TAB, PIM, Crownpeak

- Maintaining and managing websites of **16 brands** (F&R, beauty, and homecare) including Knorr, Hellmann's, Dove, Zendium, etc. of the Nordic region.
- Listening to and implementing of brand's recommendations into the website.
- Responsible to fix the authoring bugs identified by Crownpeak.
- Responsible for product updates for the sites. Making PIM error-free so that products can be imported to AEM and make them live.
- Responsible to create articles for brands on AEM and Contentful.
- Responsible to find out issue types, Raise KANA tickets to the dedicated team, and providing solutions to the brand teams.
- Responsible to create and manage the Campaign-pages for brands.
- Implementation of advanced web features e.g. Signup form, Buy it now, Live chat, etc.
- Writing useful CSS to editable components like rich text V2 to make the content look nice to the user.
- Testing of the websites after theme upgrade and platform Migration.
- Collaborating with the marketing team to create and publish new web content.
- Updating content in the local language using Content Matrix when global pages are created.
- Keeping stakeholders informed regarding the task status on JIRA or by mail.

### Webmaster Dove IN, HUL (Behalf of DigitUp)

WFH • Jan 2021 – Feb 2021

Solution Environment: AEM Classic, KANA, TAB, Excel

- Created a campaign page #StopTheBeautyTest for Dove IN.
- Helped designer team to provide correct asset dimensions, uploaded Assets to TAB with locale-specific properties so assets can flow to AEM.
- Raised KANA tickets to fix platform-related issues.
- Helped platform team in testing to fix component issues.
- Helped the brand team in decision-making and provided end-to-end support.
- Created and managed an action log so everyone can see the status of tasks.

## PROFILE

20/03/1998  
 Ajmer, IN  
 (91) 809-458-2882  
 mynksharma20397@gmail.com  
 mynk1.github.io/personal-site/  
 mynkwebmaster

## SKILLS

HTML & CSS	<div><div></div><div></div><div></div><div></div><div></div></div>
AEM Authoring	<div><div></div><div></div><div></div><div></div><div></div></div>
Javascript	<div><div></div><div></div><div></div><div></div><div></div></div>
SQL	<div><div></div><div></div><div></div><div></div><div></div></div>
Figma	<div><div></div><div></div><div></div><div></div><div></div></div>
Webflow	<div><div></div><div></div><div></div><div></div><div></div></div>
Excel	<div><div></div><div></div><div></div><div></div><div></div></div>

## EDUCATION

### Government Engineering College

Ajmer, RAJ  
2015 – 2019  
B.Tech – Information Technology

## AWARDS

**Client's best friend**  
2021, DigitUp

**Cannes Lions (Silver)**  
**#stopthebeautytest**  
2021, Dove IN

## LANGUAGES

Hindi English

## Webmaster Lipton Ice tea, Pepsico (Behalf of DigitUp)

WFH • Oct 2020 – Present

Solution Environment: AEM Classic, TAB, KANA, Google sheets

- Responsible to manage 25+ websites globally for Ice division.
- Product management (add, update, delist).
- Campaign page creation.
- Testing the website and fixing the bugs from the authoring-end or raising KANA tickets to the responsible team.
- Providing technical support and information to brand teams.
- Advanced authoring tasks like BIN implementation, Drop-down navigation, Tag creation and use them with products, Filter modification on category pages, etc.

## Webmaster Content Migration, Pukka UK (Behalf of Digitup)

WFH • Nov 2020 – Dec 2020

Solution Environment: Contentful, AEM Templated, KANA, TAB, Shopify

- Completed content migration for a tea brand "Pukka UK" from AEM Templated to Contentful.
- Created 90+ products and 120+ articles in Contentful.
- Used PIM to extract product information. And used live-site to get the content for other pages.
- Worked with the TAB team to get high-quality assets, Management of assets, and Uploaded all assets on Contentful.
- Prepared CSV files and imported products in bulk to Shopify.
- Presentation of the progress, issues, and requirements.

## Expert, Locus Rags

Jaipur RAJ • Sept 2019 – Jul 2020

Solution Environment: HTML, CSS, Bootstrap, MySQL, MS Access, core Java, Excel

- Worked as a SQL and front-end expert. Completed 100+ Educational Technical Assignments of international universities like KENT, Laureate, Federation, Southern cross.

## HOBBIES

Dance





Travel

Food

YouTube

Sneakerhead

## PERSONAL PROJECTS

-  **Personal-website** My personal website (Using HTML, CSS, JS, and Firebase)
-  **MailYou** A Newsletter web application (Using Bootstrap and Node.js)
-  **Quotes** An online Quote Generator (Using HTML, CSS, and Javascript)
-  **Omni-Food** A restaurant website (Using HTML and CSS)
- Tin-Dog** A pet shop (Using HTML, CSS, and Bootstrap)