

Contact

26/5 Biren Roy Road(West), Behala
Natunpara, Kolkata- 700034
8100657679 (Mobile)
rupom1008@gmail.com

www.linkedin.com/in/rupom-sarkar
(LinkedIn)
github.com/RupomSarkar
(Personal)
twitter.com/_sharkar_ (Personal)
rizzworld.netlify.app/ (Personal)

Top Skills

Teamwork and Collaboration
Strategic Thinking
Progressive Discipline

Languages

Bengali (Native or Bilingual)
English (Full Professional)
Hindi (Professional Working)

Certifications

Analyzing and Visualizing Data with
Microsoft Power BI

Honors-Awards

IEST Invitational Football Cup
Runners-up
TIB Equinox Runners-up
NRSMC Football Cup Champions

Rupom Sarkar

Electrical Engineer | Web Developer/Software Engineer at
INDEGENE | Expert in AEM CQ5, HTML5, CSS3, JavaScript, jQuery
Kolkata, West Bengal, India

Summary

I'm a Front-end Developer with a passion for crafting engaging, user-friendly web experiences. Skilled in HTML, CSS, JavaScript, and UI/UX Design, I also bring expertise in Adobe Experience Manager (AEM) and Drupal from my time at Indegene and Byjus. With a background in Electrical Engineering, I excel in responsive design and web content management. Eager for new challenges, I'm open to remote opportunities and willing to relocate to drive innovative projects. #

Experience

Indegene

Software Engineer

August 2022 - January 2024 (1 year 6 months)

Bengaluru, Karnataka, India

Led a pivotal AstraZeneca digital transformation project, enhancing its digital footprint across web, email, and mobile via Adobe Experience Manager (AEM). This effort modernized AstraZeneca's engagement strategies with healthcare professionals and patients.

Achievements:

- Strategic Execution: Facilitated 250+ scrum meetings to align with AstraZeneca's goals, ensuring agile development.
- Development Leadership: Spearheaded the creation of 30+ fluidic web applications with AEM, employing responsive designs and integrating frameworks like jQuery and Bootstrap, boosting engagement.
- Performance Optimization: Executed optimization for 20+ websites, using techniques such as image optimization and CSS & JS minification, cutting load times by 40% and enhancing user experience.

- Collaborative Design: Partnered with design teams on 15+ projects, overcoming CMS constraints to maintain brand integrity and improve user interfaces, leading to increased user interaction.
- Migration and Upgrade Expertise: Oversaw 5 major AEM site migrations and 3 upgrades, advancing site functionality and technological prowess.
- Custom Component Innovation: Developed custom AEM components for 10+ sites, tailoring functionalities to amplify marketing impact and user engagement.
- Third-party Integrations: Led integration of third-party services with AEM, extending the reach and efficacy of digital campaigns.

This initiative showcased my ability to drive technological innovation to surpass marketing objectives, streamline processes, and unlock new opportunities within a global brand context.

BYJU'S

Marketing Communications Intern

October 2021 - November 2021 (2 months)

Kolkata, West Bengal, India

In my role at Byjus, I was instrumental in the strategic planning and execution of the Discovery School Super League, significantly enhancing its visibility and participant engagement across West Bengal. Key contributions include:

1. Event Marketing & Planning : Collaborated with staff to streamline the planning and marketing for the event, ensuring smooth execution and effective communication strategies that reached and engaged a wide audience.
2. Outreach Success : Personally engaged with and secured participation from over 200 schools across West Bengal, expanding the event's reach and fostering active student involvement.
3. Strategic Planning Excellence : Spearheaded the creation and implementation of data-driven marketing strategies, enhancing event awareness and participation rates by 40%. Utilized insights to craft campaigns that resonated well with our target demographic, including students, parents, and educators, across diverse regions.

These efforts underscored my ability to employ strategic planning, effective communication, and collaborative teamwork to drive project success and achieve targeted marketing objectives on a large scale.

Education

Meghnad Saha Institute Of Technology(MSIT)

Bachelor of Technology - BTech, Electrical engineering · (June 2018 - June 2022)

Nava Nalanda

Secondary · (2006 - 2016)

Nava Nalanda

Biology/Biological Sciences, General · (2016 - 2018)