

# SATHISH KUMAR S

Senior Digital Banner Developer | Creative Technologist | HTML5 | GSAP | DCO | Java  
(Spring Boot – Certified)

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## Professional Summary:

Senior Digital Banner Developer with 8+ years of experience in digital advertising and campaign execution, specializing in HTML5, GSAP animations, DCO creatives, and ad operations. Proven experience delivering high-quality static and dynamic creatives for global brands within tight timelines.

Certified in Java Full Stack Development with hands-on experience in Java, Spring Boot, REST APIs, and MySQL through real-world academic projects. Actively seeking opportunities where I can contribute as a Creative Technologist while expanding my backend development expertise.

## Core Skills:

- HTML5, CSS3, JavaScript
- GSAP (GreenSock Animation Platform)
- Dynamic & Static Banner Development
- DCO (Dynamic Creative Optimization)
- DoubleClick Studio / Google Campaign Manager
- Flashtalking, Adobe Animate, Google Web Designer
- Responsive Emailer Development
- Ad Trafficking & Campaign Optimization
- QA & Brand Compliance
- GitHub and Photoshop (Basic-Moderate)
- ICP (Intelligent Content Platform)
- Java, Spring Boot, REST APIs, MySQL

## **Work Experience:**

### **Hogarth Worldwide – Chennai (WPP Marketing)**

#### **Digital Banner Developer**

**April 2019 – Present**

- Developed HTML5 static and dynamic banners using DCO and DCS for global brands such as **Dyson, Sage, and Coca-Cola.**
- Built multiple ad formats including:
  - Interstitial (full-screen takeovers)
  - Video banners and video interstitials
  - Expandable banners
- Created responsive emailers and static websites for **IQOS** and **TK Maxx**
- Delivered email campaigns for **IQOS, Castrol, Singtel, and TK Maxx**
- Used Adobe Animate, Google Web Designer, and Hoxton tools to produce multi-size banner variations
- Implemented animations using JavaScript and GSAP libraries
- Ensured creative quality, browser compatibility, and ad-server compliance
- Collaborated closely with designers, QA, and account teams to meet tight delivery schedules.
- Delivered high-volume banner campaigns across multiple sizes and formats while maintaining 100% compliance with brand and ad-server guidelines.

### **Paragon Digital Services – Dentsu Aegis Network**

#### **Associate Creative Developer**

**May 2017 – March 2018**

- Created HTML5 interactive banners using HTML5, CSS3, JavaScript, and GSAP
- Worked on campaigns for major clients including **HSBC, Nespresso, and Walgreens**
- Analyzed client requirements and optimized creatives for campaign performance

- Ensured adherence to brand guidelines and technical specifications

## **Ad Trafficker**

**May 2016 – May 2017**

- Managed end-to-end ad trafficking and campaign setup across publisher platforms
- Optimized campaigns to improve CTR and conversion performance
- Monitored campaign performance and generated analytical reports
- Conducted audience analysis to refine targeting strategies
- Supported CTA strategy development to enhance campaign effectiveness
- Researched target audiences and social media trends to improve engagement

## **Certification & Projects:**

Portfolio (Sample Ads) :

<https://sathishkumar1107.github.io/sample/ads>

Java Full Stack Development – GUVI (Certified)

Hands-on training and project work in:

- Core Java and OOP concepts
- Spring Boot application development
- RESTful API design and integration
- MySQL database design and CRUD operations
- Layered architecture (Controller, Service, Repository)
- Exception handling and validation
- Git and GitHub version control

Capstone Project: <https://github.com/Sathishkumar1107/CaptoneProject>

Mini Project 1: <https://github.com/Sathishkumar1107/MiniProject01>

Mini Project 2: <https://github.com/Sathishku-mar1107/MiniProject02>

## **Academic Profile:**

### **Bachelor of Mechanical Engineering**

Rajalakshmi Institute of Technology, Chennai  
Percentage: **68%**

### **Higher Secondary Education**

Sri Vijay Vidhyalaya, Dharmapuri  
Percentage: **70%**