



## Anbalagan. R

Adobe Certified Professional | Lead AEM Technical Content Author | Web Content Publisher | Manual & Automation Tester

Email: [anburuku@gmail.com](mailto:anburuku@gmail.com)

Phone: 91-8939869148

### Career Highlights

- Spearheaded project planning and tracking, including the creation of key milestones, performance indicators, and conducting daily standups to ensure alignment with project goals and timely delivery.
- Collaborated with key stakeholders to gather and define requirements, establish delivery milestones, and ensure successful project execution.
- Extensive experience with Multi-Site Manager (MSM), including the development of live copies from blueprints, allowing for consistent structure and content across live copies.
- Managed critical MSM operations, such as page creation, editing, deletion, and movement, ensuring seamless content management across multiple sites.
- Engaged in both manual and automated testing processes to ensure product quality and efficiency.
- Actively participated in meetings related to releases and Go-Live projects, contributing to successful project launches.
- Delivered comprehensive analytics reports on a monthly, quarterly, semiannual, and annual basis using Adobe Analytics, aligning with key performance indicators (KPIs) to drive data-driven decision-making and strategic insights.
- Leveraged Adobe Target to execute personalized content strategies, including A/B testing, experience targeting, and multivariate testing, resulting in optimized digital experiences and enhanced user engagement.
- Improved SEO performance using Screaming Frog by identifying and resolving broken links and images, optimizing heading tags, and updating metadata. Consistently monitored and applied best SEO practices for continuous website optimization.

### Qualifications

Degree and Completion Year	University	Major and Specialization
M.C.A. (Master of Computer Applications), 2008	Anna University, Tamilnadu, India.	Computer Applications
B.Sc. (Bachelor of Science), 2004	Madras University, Tamilnadu, India	Mathematics
D.Co-op. (Diploma in Co-operation), 2000	State Board, Tamilnadu, India	Banking
H.S.C.C. (Higher Secondary Course Certificate), 1999	State Board, Tamilnadu, India	Maths, Biology
S.S.L.C (Secondary School Leaving Certificate), 1997	State Board, Tamilnadu, India	

## Key Competencies & Skills

Adobe Experience Cloud, Adobe Analytics, Adobe Target, Adobe Launch, Jira, Adobe Photoshop, Adobe Illustrator, Browser Stack, Screaming Frog, MailChimp, Visual Ping, Selenium, Core Java, HTML, CSS, JQuery, Javascript, Python.

## Career Growth:

Here are the details of my career growth that I've managed, presented in chronological order.

### Growth Path:1

Job Title	Senior Lead Designer
Duration	Apr 2012 - Till Date
Company	Mindsprint Digital India Pvt Ltd. (Formerly known as Olam Information Services Pvt Ltd.), Chennai
Role and Responsibilities	<ul style="list-style-type: none"> <li>• <b>Content Creation &amp; Management:</b> Developed and refined digital content to align with strategic goals, ensuring high accuracy and consistency. Managed web page hierarchy and layouts using Adobe Experience Manager (AEM) components to optimize user experience and site navigation.</li> <li>• <b>Digital Asset Management (DAM):</b> Administered digital assets by uploading, tagging, and organizing content within the DAM system, ensuring efficient retrieval and usage. Facilitated smooth workflows for content reviews, approvals, and timely publishing across various platforms.</li> <li>• <b>Multilingual Content Management:</b> Handled content translation and deployment across multiple languages, ensuring global accessibility. Provided training and technical support to users, troubleshooting issues, and implementing SEO best practices alongside accessibility standards to ensure compliance with international regulations.</li> <li>• <b>Quality Assurance &amp; Personalization:</b> Conducted thorough quality checks to ensure adherence to guidelines, with a strong focus on error reduction. Personalized digital content for targeted audience segments to drive engagement and enhance the customer journey using analytics insights.</li> <li>• <b>Experience &amp; Content Fragments:</b> Developed and maintained Experience and Content Fragments in AEM, optimizing content reuse across different channels, resulting in improved efficiency and consistency in content delivery.</li> <li>• <b>Content Lifecycle Management:</b> Led the end-to-end process for content creation, including comparison, validation, and promotion, ensuring seamless and timely content launches.</li> <li>• <b>SEO &amp; Error Management:</b> Performed detailed SEO audits using Screaming Frog to identify and resolve 404 errors, broken links, and other technical issues, contributing to a smooth and error-free user experience.</li> <li>• <b>Image Optimization:</b> Utilized Photoshop to edit and optimize images for the web, enhancing the visual quality and performance of digital assets.</li> </ul>

	<ul style="list-style-type: none"> <li>• <b>Data-Driven Decision Making:</b> Produced comprehensive analytics reports via Adobe Analytics, offering valuable insights into user behavior, performance metrics, and site improvements. These reports supported informed decision-making and optimization of content strategies.</li> <li>• <b>Personalized Content Delivery:</b> Orchestrated customized content experiences using Adobe Target, implementing A/B testing, experience targeting, and multivariate testing to enhance user engagement and satisfaction through tailored digital interactions.</li> </ul>
<b>Solution Environment</b>	Adobe Experience Cloud, Adobe Analytics, Adobe Target, Adobe Launch, Jira, Adobe Photoshop, Adobe Illustrator, Browser Stack, Screaming Frog, Visual Ping, MailChimp, Selenium, Core Java, HTML, CSS, JQuery, Javascript, Python.
<b>Projects</b>	<a href="http://Home.olamgroup.com">Home (olamgroup.com)</a> , <a href="#">Olam Agri   Food &amp; Agriculture &amp; Ag Services</a> , <a href="#">Natural and sustainable food ingredients and solutions   ofi</a> , <a href="#">AtSource with Olam</a>

**Growth Path:2**

<b>Job Title</b>	<b>Business Associate</b>
<b>Duration</b>	Jun 2011 - Apr 2012
<b>Company</b>	Tata Consultancy Services (TCS) (Payroll of Crown Solutions India (P) Limited), Chennai
<b>Role and Responsibilities</b>	<ul style="list-style-type: none"> <li>• Conducted thorough requirement analysis to gather and understand project objectives.</li> <li>• Documented business rules and meticulously crafted detailed Use Cases and user interfaces to align with project goals.</li> <li>• Analyzed and designed the flow of screens to ensure optimal user experience and functionality.</li> <li>• Evaluated existing business processes and formulated high-level execution plans to streamline operations.</li> <li>• Designed, created, and implemented various UI components including master pages, navigation menus, page layouts, web part look and feel, site templates, and site themes.</li> <li>• Spearheaded the development of all UI activities from inception, ensuring alignment with project requirements and industry best practices.</li> <li>• Customized SharePoint templates to meet specific project needs and enhance platform functionality.</li> <li>• Enhanced website aesthetics and functionality by proficiently modifying Cascading Style Sheets (CSS), HTML, jQuery, and JavaScript.</li> <li>• Successfully delivered solutions within project constraints, meeting deadlines and adhering to quality standards.</li> </ul>

	<ul style="list-style-type: none"> <li>Managed the optimization of project constraints, balancing scope, schedule, and resources to ensure successful project outcomes.</li> <li>Provided comprehensive support during the bug-fixing phase, addressing issues promptly and ensuring a seamless user experience.</li> <li>Delivered a bug-free user interface through meticulous testing and attention to detail, enhancing overall quality and client satisfaction.</li> </ul>
<b>Solution Environment</b>	HTML, CSS, JQuery, Javascript, Microsoft SharePoint, SharePoint Designer, Adobe Photoshop

**Growth Path:3**

<b>Job Title</b>	<b>UI Developer</b>
<b>Duration</b>	<b>May 2010 - May 2011</b>
<b>Company</b>	Sybrant Technologies (SEZ) Private Limited, Chennai
<b>Role and Responsibilities</b>	<ul style="list-style-type: none"> <li>Developing user-friendly interfaces for websites and web applications using HTML, CSS, and JavaScript.</li> <li>Ensuring that interfaces adapt smoothly to various screen sizes and devices, providing a consistent experience across platforms.</li> <li>Creating wireframes and prototypes to visualize and refine user interface designs before implementation.</li> <li>Collaborating with UX designers to translate wireframes and mockups into functional user interfaces that prioritize usability and accessibility.</li> <li>Ensuring that interfaces function correctly across different web browsers and versions.</li> <li>Optimizing frontend code and assets to improve loading times and overall performance.</li> <li>Conducting thorough testing and debugging of UI components to identify and resolve issues.</li> <li>Working closely with backend developers, designers, and other stakeholders to integrate frontend components seamlessly with backend systems and achieve project objectives.</li> </ul>
<b>Solution Environment</b>	Wordpress, Joomla, PHP, HTML, CSS, JQuery, Javascript, Adobe Dreamweaver, Adobe Photoshop, Adobe Illustrator.

**Growth Path:4**

<b>Job Title</b>	<b>HTML Programmer</b>
<b>Duration</b>	<b>Jan 2010 - Apr 2010</b>
<b>Company</b>	Vethon Communications, Chennai
<b>Role and Responsibilities</b>	<ul style="list-style-type: none"> <li>Proficiently converted entire PSD (Photoshop Design) files into XHTML code with adherence to W3C XHTML standards.</li> <li>Ensured compliance with W3C CSS Validation for consistent and error-free styling.</li> </ul>

	<ul style="list-style-type: none"> <li>• Played a pivotal role in developing critical components of the application, demonstrating expertise in frontend development.</li> <li>• Collaborated closely with the development team to implement essential features, ensuring the project's success.</li> <li>• Successfully integrated dynamic content into the user interface, meticulously testing and resolving any bugs or issues to ensure a seamless user experience.</li> <li>• Designed visually appealing and engaging newsletters, showcasing creativity and attention to detail in crafting compelling email marketing materials.</li> <li>• Demonstrated proficiency in WordPress theme development, creating custom themes tailored to client specifications and branding guidelines.</li> </ul>
<b>Solution Environment</b>	HTML, CSS, JQuery, Javascript, Wordpress, Adobe Photoshop, Adobe Dreamweaver, Adobe Illustrator

**Growth Path: 5**

<b>Job Title</b>	<b>HTML Programmer</b>
<b>Duration</b>	<b>Mar 2009 - Jan 2010</b>
<b>Company</b>	Redmagic Media Pvt Ltd, Chennai
<b>Role and Responsibilities</b>	<ul style="list-style-type: none"> <li>• Transformed comprehensive PSD designs into structured, semantic XHTML markup, ensuring fidelity to original designs.</li> <li>• Conducted rigorous validation against W3C XHTML and CSS standards, guaranteeing compliance and optimal performance across browsers.</li> <li>• Assumed a significant role in the development lifecycle, particularly in shaping critical segments of the application architecture.</li> <li>• Collaborated closely with cross-functional teams to architect, implement, and refine essential features, contributing to the project's success and functionality.</li> <li>• Seamlessly integrated dynamic content into the user interface, meticulously testing for any potential bugs or inconsistencies.</li> <li>• Implemented thorough debugging processes to ensure the final UI was free of defects, providing users with a smooth and reliable experience.</li> <li>• Implemented JavaScript-based client-side validation for all forms, enhancing user experience by preemptively identifying and rectifying input errors.</li> <li>• Validated form submissions in real-time, offering immediate feedback to users and reducing server load by preventing unnecessary requests for invalid data.</li> </ul>

<b>Solution Environment</b>	HTML, CSS, JQuery, Javascript, Wordpress, Adobe Photoshop, Adobe Dreamweaver, Adobe Illustrator
-----------------------------	---

**Growth Path:6**

<b>Job Title</b>	<b>HTML Programmer</b>
<b>Duration</b>	<b>Jul 2008 - Mar 2009</b>
<b>Company</b>	ProCon IT India, Chennai
<b>Role and Responsibilities</b>	<ul style="list-style-type: none"> <li>Led the conversion process of PSD designs to XHTML, ensuring meticulous adherence to W3C XHTML and CSS validation standards.</li> <li>Translated complex design concepts into clean, semantic HTML and CSS code, optimizing for cross-browser compatibility and accessibility.</li> <li>Assumed a pivotal role in the development of critical components within the application, demonstrating expertise and problem-solving abilities in frontend development.</li> <li>Collaborated closely with the development team to conceptualize, design, and implement key features, contributing to the application's functionality and success.</li> <li>Orchestrated the seamless integration of dynamic content into the user interface, meticulously testing and troubleshooting to deliver a bug-free UI.</li> </ul>
<b>Solution Environment</b>	HTML, CSS, JQuery, Javascript, Adobe Photoshop

**Personal Details**

<b>Communication Address</b>	No.9,Ground Floor, CSI Kovil First Cross Street, Lakshmi Nagar,Nedungundram, Vandaur, Chennai - 600127, Tamilnadu, India.
<b>Gender</b>	Male
<b>Passport Number</b>	M6915294
<b>Marital Status</b>	Married
<b>Nationality</b>	Indian

**Declaration**

I hereby declare that the above details being furnished are true and trust worthy to the best of my knowledge and belief.

Place :

Date :

**(R.ANBALAGAN)**