

Apurva Mahajan

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PROFESSIONAL SUMMARY:

Experienced and results-driven **Email Developer** with over 3 years of hands-on experience in coding and deploying responsive, dynamic HTML emails aligned with modern marketing strategies. Proficient in HTML, CSS with a deep understanding of email rendering quirks, responsive frameworks, and personalization techniques. Proven ability to convert Figma and design files into high-performing, visually consistent email templates. Adept at working with CRM platforms including Salesforce, Mailchimp, and Adobe Campaign Manager to deliver scalable campaigns across diverse industries.

TECHNICAL SKILLS:

- Responsive HTML/CSS Coding, Table-Based Layouts
- Figma-to-HTML Conversion
- Email Testing (Litmus, Email on Acid, A/B Testing)
- Email Deliverability Optimization & Rendering Best Practices
- CRM Platforms: Mailchimp, Campaign Monitor, Salesforce, MS Dynamics
- Litmus, A/B Testing
- CASL & CAN-SPAM Compliance
- Cross-Device Compatibility
- Adobe Creative Suite (Photoshop, Dreamweaver, Illustrator)
- Dynamic Content & Personalization (AMPscript, Javascript)

PROFESSIONAL EXPERIENCE:

Email Developer

May 2021 – October 2024

Uplers – Remote

- Coded and deployed 600+ responsive HTML emails from scratch, ensuring pixel-perfect rendering across all major clients (Outlook, Gmail, Yahoo, Apple Mail) and devices.
- Converted Figma designs into fully functional, branded HTML emails using responsive frameworks and inline CSS optimization techniques.
- Hand-coded responsive HTML email templates from scratch, delivering pixel-perfect rendering across major email clients and devices to ensure brand consistency.
- Collaborated with marketing, design, and project teams to build email campaigns that met client goals and improved delivery speed and visual impact.
- Applied accessibility best practices with semantic HTML and ARIA labels, ensuring CASL and CAN-SPAM compliance for better engagement and inclusivity.
- Led the review process for email templates created by 6 junior developers, assisting them in resolving rendering issues and understanding client requirements, while ensuring quality and timely client delivery.
- Deployed campaigns via Salesforce Marketing Cloud, Adobe Campaign Manager, Mailchimp, Campaign Monitor and Braze ensuring optimal deliverability and user experience.
- Used Litmus and Email on Acid to conduct in-depth QA and A/B testing, troubleshoot rendering issues, and enhance pixel accuracy, cross-platform compatibility, deliverability, and overall campaign performance.

EDUCATION:

Bachelor of Engineering (BE) in Information Technology

University of Mumbai, India

September 2017 – November 2020

SOFT SKILLS:

- Team Mentorship
- Cross-Functional Collaboration
- Quality Control
- Time Management & Deadline Prioritization
- Problem Solving & Adaptability
- Communication & Client Understanding
- Project Coordination

ACCOMPLISHMENTS:

- Honored in the "Ahead of the Curve" category for demonstrating resilience and consistent growth under pressure.
- Recognized in the "Continuous Improvement" category for maintaining excellence and enhancing work quality over time.
- Received multiple client testimonials and appreciation notes for delivering error-free work within tight deadlines, ensuring satisfaction and efficiency.

VOLUNTEER EXPERIENCE:

Lifelong Volunteer | Tejgyan Foundation Maharashtra, India

- Actively engaged with the foundation from a young age, contributing to a wide range of community initiatives focused on education, spiritual growth, and social welfare.
- Participated in organizing and coordinating local and regional events, workshops, and seminars aimed at improving community well-being.
- Contributed to the creation of content for social media, newsletters, and other communication materials, increasing awareness of the foundation's mission.

Volunteer | Vivekananda Balashram, Mumbai, India

- Organized and facilitated extracurricular activities such as sports, arts, and cultural programs to encourage holistic development.
- Dedicated volunteer working with children in the Ashram, providing educational support and mentoring for underprivileged youth.