

HARMAIN MAINH

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Enthusiastic and detail-driven email developer with a strong foundation in HTML, CSS, and responsive design, seeking an opportunity to contribute to creative marketing campaigns. Passionate about implementing best practices in email accessibility to ensure inclusive experiences for all users and improving user engagement through clean code and design best practices. Excited to grow technical expertise and contribute to innovative communication strategies.

WORK EXPERIENCE

Email Developer

Jan 2025 – Present

Freelancer

- Develop responsive, mobile-friendly and accessible email templates using HTML, CSS and AMPscript ensuring consistent rendering across major email clients (Outlook, Gmail, Apple Mail, Yahoo etc.).
- Design and manage campaigns using Salesforce Marketing Cloud (SFMC) tools, including Email Studio, Content Builder and Data Extensions for targeted and automated communications.
- Implement email accessibility best practices (semantic HTML, proper headline structures, alt-text, color contrast and ARIA-roles) to create an inclusive experience for all users.
- Conduct email testing and troubleshooting using tools such as Litmus and Email on Acid to identify and fix rendering or deliverability issues.
- Collaborate with the design and marketing teams to convert Figma, PSD or AdobeXD designs into dynamic, responsive email layouts and maintain detailed documentation of email modules, assets, and revisions for team collaboration and scalability.
- Optimize code for performance, load time, and deliverability.
- Gaining hands-on experience with email marketing platforms such as Hubspot, Mailchimp and Salesforce Marketing Cloud.

Website Developer and Administrative Support

Oct 2024 – Sep 2025

Serenity Family and Childcare Services (Volunteer)

- Designed, developed, and maintained responsive Wix website, customizing layouts, and visual elements to align with brand guidelines and deliver an intuitive user experience across all devices.
- Collaborated with a team using Figma to translate design prototypes into fully functional website layouts, ensuring visual consistency and pixel-perfect execution.
- Monitored website analytics and implemented basic SEO strategies to improve visibility and reach.

- Provided technical and administrative support, handling maintenance, troubleshooting, and workflow documentation to ensure smooth and efficient project delivery.

Website Maintenance & Support

April 2021 – Present

Tempotech Controls Inc.

- Managed all aspects of WordPress website maintenance, including theme updates, plugin management, content updates, and regular security monitoring to ensure site stability and performance.
- Customized and optimized WordPress themes and child themes using HTML, CSS, PHP, and JavaScript, ensuring responsive design and cross-browser compatibility.
- Managed plugin updates (Yoast SEO, WooCommerce, Contact Form 7, Elementor, etc.), troubleshooting conflicts and ensuring compatibility with the latest WordPress core versions.
- Performed regular content updates, including text, images, and product information, maintaining brand consistency and accuracy.
- Implemented accessibility best practices (WCAG 2.1 standards) to ensure all site elements were usable with assistive technologies, improving inclusivity and user experience.
- Monitored and resolved website functionality issues, including broken links, formatting errors, and responsiveness across browsers and devices. Improved website load speed by up to 40% through performance optimization and caching strategies.
- Implemented website security updates, SSL renewals, and backups to maintain data integrity and protection. Managed hosting, DNS, and domain configurations as part of ongoing site maintenance.

CORE SKILLS

- **Technical Skills:** HTML, CSS, JavaScript, responsive email design, cross-client compatibility, inline-styling, table based layouts and email rendering. Proficient in AMPscript, PHP and SQL.
- **Email platforms and tools:** Salesforce Marketing Cloud, Hubspot, Mail Chimp, Google Analytics, Figma, Adobe XD, Sketch. Proficient in version control tools (Github, Bitbucket) and cloud based collaboration platforms (Google Workspace, Slack, Trello, Microsoft Teams).
- **Accessibility and Compliance :** WCAG standards, ARIA roles, semantic HTML, alt-text optimization, color contrast compliance, CAN SPAM, GDPR, CASL, inclusive design principles.
- **Email Testing:** Skilled in using Email on Acid and Litmus for comprehensive email rendering and quality assurance.

EDUCATION

- **Certificate in Web Design and Development** – University of Guelph, ON
- **M.Tech. in IT (Data Mining & Data Science)** – Guru Nanak Dev Engineering College, India
- **B.Tech. in Information Technology (IT)** – Guru Nanak Dev Engineering College, India