

Marcello Miranda

Las Vegas, NV

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TECHNICAL SKILLS:

Content Management Systems (CMS): Adobe Experience Manager (AEM), WordPress, SharePoint, Modern Campus CMS, Jenzabar | **Digital Asset Management (DAM):** AEM Assets, Metadata Tagging | **Marketing Platforms:** Salesforce CRM, Salesforce Marketing Cloud (SFMC), Moveable Ink Studio | **Analytics Tools:** Google Analytics (GA/GA4), Adobe Analytics, Ahrefs, Accuranker, Searchmetrics | **Programming:** HTML5, CSS3, AMPscript (Proficient), JavaScript, PHP, SQL, JSON, XML (Basics) | **Design, UX/UI & Wireframing Tools:** Adobe Photoshop, Illustrator, Adobe XD, Figma | **QA & Accessibility Tools:** BrowserStack, Litmus, Section 508, ADA Compliance | **Development Tools:** Visual Studio Code (VS Code), Adobe Dreamweaver | **Collaboration Tools:** Basecamp, Zoom, Slack, Microsoft Teams | **Project Management & Workflow:** Airtable, Asana, Jira, Wrike | **Version Control:** GitHub

EMPLOYMENT HISTORY

- **Content Manager** January 2024 - March 2025
Apple Inc. (Contract), Sunnyvale, CA
 - Managed Apple.com content across 100+ locales, supporting launches, campaigns, and updates in Adobe Experience Manager (AEM).
 - Maintained and updated content fragment models, reviewed pull requests, and worked with developers to align site changes.
 - Ensured content met brand and legal standards, keeping global launches accurate and consistent.
 - Authored SOPs and created in-house tools that streamlined onboarding and improved workflow efficiency.
 - Trained and mentored new team members in California and India to strengthen global collaboration.
- **Email Marketing Specialist** March 2019 - June 2023
Gap Inc. (Full-time), San Francisco, CA
 - Built, tested deployed 10,000+ email campaigns across all Gap brands using Salesforce Marketing Cloud (SFMC), HTML/CSS, and AMPscript.
 - Developed dynamic content for subject lines, A/B testing, and personalization, improving open/click rates using AMPscript.
 - Built interactive features with Movable Ink that drove stronger customer engagement across seasonal campaigns.
 - Performed QA testing in Litmus, achieving near-perfect rendering accuracy across platforms and clients.
 - Partnered with campaign managers to execute campaigns in SFMC and Coherent Path with consistent on-time delivery.
 - Assisted with template edits, data extension setup, and SQL validation to ensure accurate campaign execution.
- **Digital Marketing Specialist** February 2016 - December 2018
Mettler-Toledo Rainin, LLC (Full-time), Oakland, CA
 - Managed website content & digital assets for mt.com/rainin in Adobe Experience Manager.
 - Managed eCommerce content for North American eCommerce presence in Hybrus CMS and Hybrus Management Console.
 - Coordinated translation & localization in 23 languages with Welocalize, ensuring accuracy across global sites.
 - Led an SEO bootcamp with tools like Ahrefs, Accuranker, and Searchmetrics that boosted search visibility and supported sales growth.
 - Maintained the SharePoint intranet, building pages, adding features, and managing user access.
 - Built and maintained KPI dashboards in Adobe Analytics and Google Analytics to measure engagement and inform digital strategy.
 - Supported email marketing campaigns by preparing content, coding templates, and tracking engagement using Salesforce Marketing Cloud.
 - Supervised third-party developers via Upwork and Jira.
- **Senior Web Producer** October 2013 - January 2016
Alliant International University (Full-time), San Francisco, CA
 - Managed and maintained 12 websites with 7,000+ pages, ensuring uptime and consistent updates.
 - Led the redesign and launch of alliant.edu in HTML5 with responsive design in Modern Campus CMS, increasing mobile traffic.
 - Built SEO-focused microsites in WordPress, improving organic visibility.
 - Developed internal workflows in Desk.com that streamlined live chat support and response times.
 - Updated student portal content in Jenzabar 4.3, improving navigation and usability.
 - Automated student service and admissions requests in Salesforce CRM, reducing manual processing.
 - Partnered with vendors through Jira and Upwork to deliver marketing content and assets.
- **Web Specialist** January 2010 - February 2012
Arcadian Health (Full-time), Oakland, CA
 - Built and maintained 120 Medicare websites with 25,000+ pages using Photoshop, Dreamweaver, HTML, CSS, PHP, and JavaScript.
 - Coordinated with departments to ensure all content aligned with Medicare Marketing Guidelines.
 - Conducted Section 508 accessibility testing to meet federal accessibility standards.
 - Developed landing pages, email templates, and PPC campaign pages in HTML, CSS, and PHP.
 - Tracked and analyzed SEO performance with Google Analytics, SEOmoz, and Market Samurai.
 - Created and shared Salesforce CRM reports with management to track campaign performance.
- **Front End Web Developer** January 2007 - December 2009
FriendFinder Networks Inc (Full-time), Sunnyvale, CA
 - Updated web content and layouts for high-traffic sites, including FriendFinder.com and BigChurch.com.
 - Converted PSD designs into responsive HTML/CSS layouts using Photoshop and Dreamweaver.
 - Re-coded existing legacy HTML into table-less layouts across FriendFinder properties using HTML & CSS.

EDUCATION

- **Associate in Applied Science Degree in Computer Science**
Heald College, San Francisco, CA