

# Marcello Miranda

Las Vegas, NV

650-834-0810 | [mrm.contact@gmail.com](mailto:mrm.contact@gmail.com) | Portfolio: [marcello415.github.io/portfolio-html](https://marcello415.github.io/portfolio-html) | LinkedIn: [linkedin.com/in/marcellomiranda](https://linkedin.com/in/marcellomiranda)

## 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 Hybris CMS and Hybris 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