

Sandip Pathade (Sr. Email Developer)

+91 797 254 8873 • sandipbpathade@gmail.com • Pune

TOTAL EXPERIENCE: 7 years

ABOUT ME:

Total 7 years of experience in Information Technology, 3+ years of experience in email marketing with SFMC Tool as well as 3+ years of experience in Frontend Development. Worked on different international accounts like retails and banking. And Front-End Developer handle high-impact web solutions for organizations. Skilled in developing and testing multiple web-based applications & webpages. Aspiring to combine board background with strong technical skills to excel as an Email & Front-End Developer.

TECHNICAL SKILLS

Web: HTML, CSS, AMPscript, JavaScript, jQuery.

Technical Expertise: Salesforce Marketing Cloud & Adobe Campaign Classic.

Framework: Bootstrap & WordPress.

Software: Dreamweaver and Photoshop.

Operating Systems: Windows 10/Windows 7/Windows XP

CERTIFICATION

Email Marketing Certified from HubSpot Academy.

WORK EXPERIENCE

Merkle Sokrati, Pune
Sr. Email Developer
06/2018 – Present

- Designed Marketing emails using HTML, CSS & AMPscript.
- Worked on multiple of Ad-hoc, Automation, Journey & Trigger campaigns.
- Created data extension, filter data extension & Data extraction automation in SFMC tool.
- Handle A/B testing, Dynamic multiple version campaigns using Amp-script.
- Assisted in hand coding and implementation of HTML emails and landing pages through Dreamweaver.
- Executed processes for conducting proper campaigns across multiple email clients and mobile devices.
- Works independently on routine HTML development assignments. Receives instructions and guidance on more complex assignments.
- Manage and create accurate email template and campaigns as per client requirements, using code.
- Coordinated with other teams for campaign accuracy as per established quality specifications.
- Formulated procedures for slicing and optimization of images for HTML emails utilizing Photoshop.
- Implemented procedures for testing and troubleshooting of HTML and revised code.

- Provided technical assistance for troubleshooting of technical issues relating to HTML templates.
- Works with Email Analyst to set-up images and HTML in Email Service Provider tool
- Learn email creation methodologies and provide recommendations to improve process and quality of emails.

The Media Tree, Pune
UI Developer
08/2014 – 05/2018

- 3.6 years of experience in UI development.
- Developed front-end web pages with HTML5, CSS3, JavaScript, Bootstrap & Photoshop.
- Resolved browsers compatibility issues, solving all conflicts for Firefox users.
- Integrated responsive web pages from Bootstrap and Media Query libraires.
- Aided senior UI developers by contributing to design and coding.
- Promoted from UI Intern to junior UI developer.
- Integrated JavaScript (jQuery) functionality from existing libraries to enhance user experience
- Created color gradient schemes custom shapes and applied web graphics with Photoshop
- Designed, edited HTML Email Templates for email marketing campaigns and newsletters.
- Debugged issues discovered while testing, tested site for cross browser compatibility (IE. Firefox Chrome. Safari).
- Implemented a standard Contact Us form to email template.
- Used MySQL database to store user credentials and contents for blog pages.
- Utilized SEO for better search engine results
- Used FileZilla to FTP web sites.

EDUCATION

SSC (10th)	2005	67%
HSC (12th)	2007	60%
BE (Information Technology) University of Pune	2012	65%

PERSONAL DETAILS

Email id: sandipbpathade@gmail.com

Phone no: +91 797 254 8873

Languages known: English, Marathi and Hindi

Hobbies: Collect the old coins, love to watch movies and listen to old songs.