Dineshwaran Suparmanium

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Sr. ACM Developer

Bachelor of Science -Inti International University & College, 2012

**PROFESSIONAL SUMMARY:**

* Over 7+ years of extensive experience in creating Digital Experiences for the customers, end users, providing solutions on various areas, such as Digital Marketing like Campaign Management for E-commerce/Online Retail Applications, Marketing Analytics, Social Media Marketing, Display Marketing, SEO/SEM, Email Marketing, Google Analytics, Google AdWords, Facebook Ads, Twitter Ads, Developing Web Applications with Adobe Experience Manager & other Front End Technologies.
* Experience working with E-commerce, E-Marketing, Online Sales, online advertising, B2C, B2B, Pay-per-click, Drive traffic, email marketing campaigns, Digital Marketing strategy, Digital marketing programs, Digital marketing efforts.
* Extensive experience in delivering Adobe Campaign (formerly Neolane) Software solutions including Advanced campaigns, ETL Processes, and Web Applications.
* Experience in developing Templates, Custom Components, creating and launching Workflows and customizing out of the box Widgets.
* Experience in Workflow development and integrating AEM with other applications.
* Experience in developing Web Applications which have integrated several functional capabilities like Web Content Management (WCM), Digital Asset Management (DAM), and Identity & Access Management.
* Strong experience with setting up AEM using Maven and standard Eclipse tools.
* Knowledge on using MVC and version control tools like SVN and GitHub.
* Experienced in using CRXDE and Eclipse IDEs to develop CMS applications.
* Possess Project management skills and strong attention to detail. Demonstrated ability to manage logistics and tactical details with flawless execution. Ability to prioritize and manage multiple projects simultaneously.
* Plan and execute Digital Marketing Campaigns using industry leading marketing applications and working closely with internal stakeholders and outside agencies to successfully meet business objectives.
* Experience in developing Digital Marketing roadmap/ strategies for businesses.
* Involved during all stages of a project including Pre-Sales, Design, Build, Content, and Marketing.
* Solid experience with Responsive Web Design (RWD).
* Experience in web scripting technologies like JavaScript and HTML.
* Worked on various application servers like IBM WebSphere and Weblogic 8.1, 9.0.
* Solid foundation and experience in working extensively on testing, troubleshooting, code review, preparing user documentation and post implementation support.
* Experienced in writing SQL queries.
* Experienced and Innovative with complete software lifecycle development using agile methodology.
* Developed and designedSOAP based Web Services.
* Responsible for checking Cross Browser Compatibility and hence worked on different browsers like Safari, Internet Explorer, Mozilla Firefox and Google Chrome.
* Strong proficiency with IA/UX and web usability best practices.
* Worked with teams where requirements are constantly being implemented, tested and improved.
* Excellent interpersonal abilities, communication skills, time management and Team skills with an intention to work hard to meet project deadlines.
* Highly curious and passionate to learn about new technologies and adept at promptly and thoroughly mastering them with a keen awareness of new industry developments and the evolution of programming & marketing solutions.
* Worked closely with the project management and marketing team to completely define specifications to help ensure project acceptance.
* Experience managing daily communication with an offshore development team.

**TECHNICAL SKILLS:**

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| **Programming Language** | Core Java, SQL, PL/SQL |
| **Java/J2EE Technologies** | Servlets, JSP, JSTL, JDBC, JMS, JNDI, RMI, EJB, Swing, AWT, Multi-threading, Java Networking |
| **Java Frameworks** | Struts 1.1, 1.2, 1.3.8,2.0 Spring 3, JSF 1.2 |
| **Application/Web Servers** | WebLogic, IBM WebSphere, J-boss, Tomcat |
| **ORM Frameworks** | Hibernate, JSF, IBATIS |
| **Web Technologies** | JSP, JavaScript, jQuery, AJAX, XML, XSLT, XHTML, DHTML, CSS, SASS, HTML, AngularJS, Ext JS, backbone JS, J-son, Golang. |
| **Spring Framework** | Spring IOC, Spring Batch, Spring Boot, Spring Security |
| **Database Server** | Oracle, DB2, SQL Server, MySQL, RDBMS, MongoDB, Cassandra |
| **IDE** | Eclipse, NetBeans, Intellij, STS |
| **Web Services** | REST, SOAP, JAX-WS, JAX-RPC, JAX-RS, WSDL, Axis2, UDDI, Apache CXF |
| **Version Control** | GIT, CVS, SVN, Clear case |
| **Build Tools** | ANT, Maven, Gradle |
| **Methodologies** | Agile, Scrum, Water-Fall, Rapid Application Development, Test Driven development |
| **Modelling Tools** | Microsoft Visio, Rational Rose |
| **Operating System** | Windows, Mac, Linux, UNIX |
| **Cloud Developments** | EC2, S3, Elastic, ELB, Spring PCF(Pivotal Cloud Foundry) |

**PROFESSIONAL EXPERIENCE:**

**Epiq Systems, Beaverton, OR Mar 2019 – Till Date**

**Sr. Adobe Campaign Developer**

**Responsibilities:**

* Developed acquisition &amp; demand generation strategies via event, email, social media and content marketing programs
* Key strategic member of sales and business development teams by providing expert solutions to prospects leading to purchasing digital marketing and social media marketing technologies and services.
* Establish excellent sales and client retention strategies and demand generation by providing guidance through evaluation of current technologies and sourcing of complementary products and services to recommend
* Created various Segments, Offers, Creating and Personalizing E-Mail templates, running the E-Mail Campaigns, integrating Adobe Campaign with Adobe Experience Manager.
* Provided the Campaign Execution Solution based on Geographical holiday calendar.
* Designed the automation of Customer selection for offer based on the individual responses captured.
* Performed A/B testing, Monitor Campaign Performance and led Optimization efforts using Adobe Target/Campaign.
* Created schematics of data and user flow scenarios.
* Lead expert technical consultant teams in delivering enterprise and mid-market project implementations and configurations.
* Created a social media, process, sales & pricing strategy to be utilized with key US Bank channel partners for implementation with social media marketing platforms and products Guide solutions consultants on digital marketing & social media mental agility to discover upselling & cross-selling opportunities
* Involved in end to end implementation of campaign which comprises of different modules Adobe Campaign.
* Worked on multiple levels of segmentation for the client’s needs on Targeting their customers.
* Created a preference center using Webapps.
* Integrated Campaign with AEM.
* Configured workflows created data load jobs.
* Developed functional/technical specifications &amp; documented them.
* Involved in preparation of test cases, Unit testing, Functional testing, User Acceptance Validation (UAV) and Smoke testing (production environment).
* Designed campaign for Email, SMS &amp; Direct Mailing Channels.
* Designed the campaign approach and implementing the campaign in Adobe Campaign including Ad-hoc and regular campaign.
* Created the HLD, LLD and testing approach for the campaign.
* Designed and coded complex HTML and JavaScript for Email, unsubscribe pages,new target pages.

**Kellogs, Battle Creek, MI Aug2017 – Feb 2019**

**Adobe Campaign Manager - Developer**

**Responsibilities:**

* Develop Campaigns and work on enhancements based on the design specifications and Perform Campaign maintenance and monitor daily workflows to ensure quality of service.
* Build delivery templates, Web applications/Surveys, workflow templates and campaign templates, ETL workflows using Adobe Campaign Manager.
* Modify existing software to fix bugs, which then enhances the performance of the system.
* Setup automated export workflows, modify an input form, and deploy Campaign configurations.
* Creating Technical Workflow, Targeting and Segmenting, Campaign execution, performing a testing and Managing Offer Engine in real time to send dynamic offers to end user based on their behavior.
* Convene and analyze together from the client/user and then prepare the design specifications based on the user requirements and work on analytical and statistical projects.
* Verify actual HTML presentations for all form factors and the quality of the outbound campaigns as client requirements are met.
* Refactor the existing applications in order to solve the problems also to globalize with the product such as localizing content.
* Install, configure, and maintain continuous integration, automations and configuration management tools.
* Developing and Executing the standard and ad-hoc Direct Marketing Campaigns for many channels like Email, Mobile App, SMS and Social media through Adobe Campaign management tool
* Worked on Adobe Marketing Cloud tools for various marketing campaigns to automate email marketing campaigns and manage / monitor the performance of cross-channel campaigns from one place.
* Configure and extend a Campaign data model, configure folder permission, Setup user access right.
* Expertise in workflow activities such as Query, Enrichment, Change dimension, List, Deliveries, Update, File collector, File transfer and Scheduler activities.
* Worked on creating database Schema’s, Input forms, Pre-defined filters and Navigation hierarchy and web applications.
* Build delivery templates, Web applications/Surveys, workflow templates and campaign templates, ETL workflows using Adobe Campaign Manager.
* Worked on Web site Code Development / Code Writing in work flows.
* Created JavaScript for workflows that run for Email Campaigns and for web applications.
* HTML / CSS and web technologies across different platforms.

**Pall Corporation, Port Washington, NY Jun 2016 - Jul 2017**

**AEM Developer**

**Responsibilities:**

* Develop, implement and configure web content management solutions using AEM 6.3 and technologies such as Java, HTML/DHTML, XML, JavaScript, and web services
* Designed and developed, AEM building blocks including templates, reusable components, dialogs, widgets, workflows in AEM 6.3.
* Workflows are configured with custom steps and implemented in the project.
* Working knowledge on Importing, Exporting AEM Packages using package manager.
* Worked on User Management
* Configured replication agent and dispatcher for caching and load balancing.
* Used Client libraries to minify JavaScript and CSS into one common file and load it on page load.
* Ensured appropriate (meta)-data is captured at the time of execution to support reporting and conducted post-campaign analysis using various analytics tools including Adobe Analytics
* Developed AEM building blocks including custom templates, components, dialogs and widgets using AEM 6.3 and integrated Components with Angular JS as per requirements.
* Develop Custom AEM Workflows, OSGi Services and other Dynamic/Static web content management components.
* Managed the Media files using Digital Asset Management (DAM).
* Created an HTML / CSS based icon, clip art, and graphical standards online repository.
* Managed OSGi configuration within the CRX repository.
* Calling the forms automation engine using web services and API'S.
* Workflows are configured with custom steps and implemented in the project.
* Worked on UI designing, data modeling, and reviewed the design documentation.
* Worked with QA team in preparation and review of test cases.
* Developed Templates, components using JSP and Sightly.
* Implemented the OSGI bundles for interacting with remote Webservices and custom business logic in java and deploy as jar files from the Felix System Console.

**Environment**: Adobe AEM 6.3, DAM, Workflow, Java, J2EE, Apache Maven, Apache HTTP Server, SOAP and REST Web Services, LDAP, Servlets, log4j, HTML, JSP.

**Urban Outfitters, Philadelphia, PA Jan 2015 - May 2016**

**Java Developer**

**Responsibilities:**

* Worked on designing the content and delivering the solutions based on understanding the requirements.
* Involved java multithreading to cascade multiple changes on multiple records in only one transaction and developed a batch process framework.
* Developed User Interface having animations and effects using JSF, JavaScript and HTML.
* Involved JSF MVC architecture for the purpose of development.
* Worked with Java, J2EE, SQL, Hibernate, XML, JavaScript, Tomcat technologies.
* Worked with designers, architects, developers for translating data requirements into the physical schema definitions for SQL sub-programs and modified the existing SQL program units.
* Designed and Developed SQL functions and stored procedures.
* Efficiently dealt with exceptions and flow control.
* Worked on Object Oriented Programming concepts.
* Installed and used MS SQL Server 2008 database.
* Configured and implemented Hibernate in Persistence Layer.
* Spearheaded coding for site management which included change of requests for enhancing and fixing bugs pertaining to all parts of the website.

**Environment:** Java, JDK1.2/JDK 1.4, Java beans, IBM WebSphere, JDBC, JavaScript, MS SQL, Hibernate, XML, Windows XP ,Ant,J2EE technologies, J2EE, JSF, SQL Server database and Java 1.5 were used for backend design and development.

**Marfic Software solutions - Bangalore India May 2013 - Dec 2014**

**Software Developer**

**Responsibilities:**

* Identified and tackled issues related to application as reported by users
* Monitored, studied and analyzed application logs from production environment and analyzed data for performing detail analysis of issues related to production.
* Gathered requirements by meeting with business users for improving and documenting the same in the form of document for system requirement.
* Designed and developed a web-based client using **Servlets**, **JSP**, **Tag Libraries**, **JavaScript and HTML** using **Struts Framework.**
* Have experience in working on **Action forms, Action servlets** and **struts-config.xml file** of **Struts MVC framework**.
* Used **Spring framework** to implement of the modules of the project
* Used **hibernate 3.0** and implemented and managed data persistence functionality.
* Have experience in integrating other systems through **XML.**
* Connected to backend database by using JDBC.
* Used **SQL** query language in SQL server for creating stored procedures.
* Formatted and displayed reports by using **XML**.

**Environment:** Java5, Servlets, XML, Struts 1.2, Hibernate 3.0, Spring 2.5, SQL, JSF, JavaScript, SQL Server,ANT ,SoapUI, Struts, JSP, Tag Libraries, JDBC.