

# Maneet Minocha

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## EXPERIENCE

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### MERKLE INSPIRE

*Lead Email Developer*

**Pune**

*August 2022 - Present*

#### Salesforce Marketing Cloud

- Developed email marketing campaigns as per the PSD's in Email Studio. Both templated and code based campaigns are built based on the requirement
- Created **Responsive, Fluid and Hybrid emails** using **HTML** and **CSS**
- Used **Ampscript** to handle the logic and calling out the dynamic variables
- Used **Litmus** tool for verifying rendering and performed campaign reviews
- Utilized **QCtool** to verify the links alias, alt tags, Ampscript logic and fix any code

#### Adobe Campaign Classic

- Developed emails using **Adobe Experience Manager** as per assets provided from the client and used **Javascript** to handling the dynamic blocks in the email.
- Used **CheetahMail** to incorporate the logic to be used in the email
- Integrated AEM with ACC in UAT environment and applied CTX structure
- Used **Litmus** to verifying rendering across different clients and browsers

#### Team Lead

- Managing team of three individuals for Pharmaceutical accounts, monitor team performance and report on metrics.
- Identifying their chargeability on monthly basis and reaching out to RMO team ensuring proper utilization
- Act as career advocate, setting clear goals and solving any challenges faced on day-to-day basis

### CONTIUUM GLOBAL

*Associate Campaign Developer*

**Gurgaon**

*December 2017-August 2022*

- Developed high quality emails campaigns/landing pages as per the client's provided assets
- Used **HTML** and **CSS** for designing the emails ensuring that Pixel-Perfect emails are created as per Sketch, Figma or PSD
- Images optimized using **Photoshop** to incorporate them in the email
- Code dynamic content and map variables within the campaign, to drive versioning and customization of the emails. **Freemarker** and **Jinja** scripting is used for this purpose.
- Used **Litmus** tool to verify rendering across devices like iOS, Android, Outlook and performing quality checks thereby taking responsibility of the campaigns.

- Performed **localization** process involving around 81 locales and also handling RTL locales like Arabic, Hebrew, Urdu
- Created macros and reusable templates using Freemarker resulting in 50% and 30% reduction of development time and QA time respectively.
- Content management Tools used: **Gamma, Redwood, EPT**

## TECHNICAL SKILLS

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**Development:** HTML, CSS, AMPscript, Freemarker, Jinja

**Designing:** Photoshop, Sketch, Figma

**Content Management Tools:** Salesforce Marketing Cloud, Adobe Experience Manager, Adobe Campaign Classic

**Certification:** Salesforce Marketing Cloud Email Specialist

## EDUCATION

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**Guru Gobind Singh Indraprastha University**

*B.Tech(CSE)*

*July 2013 – August 2017*