

# Shwetha S

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Jayanagar, Bangalore.

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## DIGITAL PROJECT MANAGEMENT & EMAIL AND WEB DEVELOPER

Experienced Email & Web Development Lead with a strong background in digital project management, Salesforce email campaigns, and responsive design. Skilled in team leadership, process optimization, cross-functional collaboration, and data-driven decision-making. Proven expertise in multilingual email development, ad banner creation, and quality assurance, ensuring high client satisfaction and project success.

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## KEY COMPETENCIES

Quality Process improvement	Digital Marketing - Email	SFMC, Hubspot, Siebel CRM
Resource Allocation	Litmus, Email-On-Acid	HTML, CSS, Bootstrap, GWD
People Managment	Jira-Kanban, Asana, Trello	Photoshop, Figma, Adobe XD,
Stakeholder Management	Google Suite - Doc, Sheet, Form	Indesign, UCM 11g, Wordpress
Team Management	MS Office Suite - Word, Excel, PPT	CM360, Bonzai, Studio-Adform

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## PROFESSIONAL EXPERIENCE

### Kenscio, Bangalore

**Aug 2022 - June 2024**

#### Lead – Email and Web Developer

- Delivered high-quality solutions, strengthening relationships across UK, US, and India.
- Streamlined task management, improving efficiency and on-time project completion.
- Enhanced cross-functional communication, reducing turnaround times and ensuring seamless workflows.
- Provided performance reports, enabling continuous improvement and strategic decision-making.
- Documented workflows and trained teams, improving operational efficiency and skill development.

### Theorem, Bangalore

**May 2021 - Apr 2022**

#### Sr. Web Developer

- Created 20+ ad banners using GWD, Studio (DCS, AdForm), Bonzai, and Animate CC, meeting client requirements with 90% accuracy.
- Designed and validated interactive ad forms in GWD, improving user engagement.
- Built and optimized dynamic ad banners in DCS and CM360, reducing turnaround time.
- Developed responsive HTML emails/newsletters in Salesforce, supporting languages for global campaigns.
- Conducted Litmus testing, ensuring 99% email compatibility, and maintained detailed reports for supervisors.

### Epsilon, Bangalore

**Mar 2016 - Dec 2020**

#### Sr. Developer

- Converted PSD/document files into responsive HTML emails/newsletters, ensuring cross-platform compatibility.
- Created region-specific emails in 20+ languages, including English, French, Spanish, German, Dutch etc. for International project.
- Trained teams on Harmony tool, HTML, and CSS, enhancing efficiency.
- Performed email creative testing and ensuring to meet email accuracy, and coordinated with internal/external teams for seamless execution.

**Lucini&Lucini Communications Asia Pacific Private Limited, Bangalore**

**Feb 2014 - Mar 2016**

**HTML, Web and Email Designer**

- Converted PSD-based emails and newsletters into responsive HTML/CSS layouts, ensuring compatibility across all mail clients.
- Worked with technical and graphic teams to create engaging email and web pages, including promo images and marketing materials.
- Conducted manual and Litmus testing for email/newsletters, ensuring high-quality standards and proper functionality.
- Compiled training manuals, designed presentations, and maintained guidelines for efficient workflow and team development.

**Oracle India Pvt. Ltd., Bangalore (Consultancy - Mo-fai Randstad and Vault )**

**Feb 2009 - Jan 2014**

**Web Marketing Analyst**

- Led Oracle University Web Marketing Team, managing global email and event campaigns.
- Designed and published online pages while ensuring compliance with company standards.
- Provided training to new team members and conducted QA reviews.
- Generated performance reports and collaborated with respective application integrated team for template testing.

**Dhruv Technology Solutions, Bangalore**

**Nov 2007 - Feb 2009**

**Sr. Web Designer**

- Developed and modified websites and web applications based on client requirements
- Designed and maintained multiple websites, including Tutor Lines, Dhruv Technologies Solutions, I candy, Mextremes, and VESP.
- Created web application layouts for Dipix Dynamic Chart, Saving Calculator, Menehune, and TPF Maintenance pages.
- Tested in different browser to make sure to render in all browser like IE, Firefox, Chrome, Opera, Safari.

**UCP Integrated Marketing Solutions Pvt. Ltd., Bangalore.**

**June 2006 - Nov 2007**

**Database Executive**

- Performed database maintenance, ensuring data quality and accuracy for 500,000+ customer records.
- Handled SQL queries and analyzed customer data to support business insights.
- Managed transactional data for clients like Titan Industries, World Space, Arrow, Mega Mart, and Lee.

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**EDUCATION & CERTIFICATIONS**

**MBA in Technology Management** - Karnataka State Open University, Mysore

**BSc in Information Technology** - Karnataka State Open University, Mysore

**Diploma in Computer Science** - Govt. Polytechnic K.R. Pet, Mandya

**Certified Scrum Master (CSM)** - ScrumAlliance

**Salesforce Marketing Cloud Email Specialist and Administrator** - Salesforce

**Become a UX Designer from Scratch** - Interaction Design Foundation

**Digital Project Manager** - SimpliLearn