GURUDUTT NARAYAN

Lead - Marketing and Front-end

#455, Maruthi Nilaya, Ram Mandir Road, Koorgalli, Mysuru - 570018

+91 998 6262 439

gurudutt2302@gmail.com

https://myself.guru/

SKILLS

EMAIL MARKETING

RESPONSIVE WEB DESIGN

PSD TO HTML CONVERSION

SEARCH ENGINE OPTIMIZATION

SEARCH ENGINE MARKETING

SOCIAL MEDIA MARKETING

TECHNOLOGIES/ FRAMEWORKS

HTML5

CSS3

LESS

JAVASCRIPT

PHP

BOOTSTRAP

JQUERY

VUEJS

WORDPRESS

WOOCOMMERCE

ANGULAR (NOVICE)

EDUCATION

B.E (COMPUTER SCIENCE)

NIE Institute of Technology, Mysore
Visvesvaraya Technological University
2008 - 2012

ABOUT ME

A resourceful, meticulous and conscientious individual with a proactive & hard-working nature. Excels at using efficient methods & technology to increase productivity. Assertive & enthusiastic with extensive knowledge of process optimization & an unsurpassed work ethic. Flexible and adaptive to changes and able to prioritize efficiently to accomplish multiple tasks. Bottom line - **A Learner for Life.**

EXPERIENCE

LEAD - MARKETING AND FRONT-END

Koch Business Solutions India Ltd / Bangalore / March '2019 - Present

- Demonstrate knowledge of company's mission, goals & the ability to help team members achieve them.
- Manage team workload distribution to ensure consistent good performance.
- Develop and create test strategies to refine email communication performance, including content, images, colors, messages and subject lines.
- Perform research and consistently share developments in industry best practices to help improve existing programs.
- Manage front-end projects from design phase through completion.
- Assess UX and UI designs for technical feasibility.
- Optimize web pages for maximum speed, and boost their scalability.
- Ensure that all websites are in compliance with the American with Disabilities act (ADA) regulations by adhering to standard guidelines.
- Involve individual team members in decision-making process.
- Develop, Present Reports, Findings, Observations to Management.

SENIOR SOFTWARE ENGINEER

Genpact Headstrong Capital Markets / Bangalore / July '2017 - March '2019

- Build emails (events) according to specifications.
- Perform PSD to HTML conversions, upload business rules and content.
- Setup business rules to ensure email versions are dynamically constructed.
- Perform QA / Gate reviews and track approvals of proofs and final counts.
- Ensure that all requests are on track and intervene whenever required.
- Provide cross platform trainings amongst team.
- Built capacity planner to track deliverability and work distribution.

GURUDUTT NARAYAN

Lead - Marketing and Front-end

#455, Maruthi Nilaya, Ram Mandir Road, Koorgalli, Mysuru - 570018

+91 998 6262 439
gurudutt2302@gmail.com
https://myself.guru/

EMAIL PLATFORMS

EPSILON DREAM

EPSILON HARMONY

IBM ACOUSTIC

SAP MARKETING CLOUD

DESIGN TOOLS

ADOBE PHOTOSHOP

ADOBE DREAMWEAVER

ADOBE ILLUSTRATOR

ADOBE XD

WEB UTILITIES

GIT (VERSION CONTROL)

WEBPACK (MODULE BUNDLER)

JIRA, TRELLO (PROJECT MGMT)

CONFLUENCE (WIKI)

SOCIAL

@GuruduttNarayan

@GuruduttNarayan

HOBBY AND PASSION

Reading

Music

Swimming

Motorcycling

EXPERIENCE

SENIOR WEB DEVELOPER

techCentrix / Mysore / January '2016 - July '2017

- Responsible for designing, coding and modifying websites with Bootstrap.
- Worked on various JavaScript libraries like jQuery, amCharts, Slider Revolution and Owl Slider.
- On-page Search Engine Optimization activities.
- Developing E-Commerce Websites using CMS like WordPress.
- Responsive Email Creative Development.
- Worked on Tourism and Hotel Websites with booking engines and Payment Gateway integration.

CAMPAIGN MANAGEMENT SPECIALIST

Theorem India Pvt Ltd / Mysore / November '2012 - December '2015

- Responsible for the development and execution of marketing emails.
- Ensured the email marketing process followed industry best practices.
- Perform tests and ensure precision in campaign implementation.
- Met legal requirements such as CAN SPAM
- Assist the segment and campaign manager and coordinate with internal clients to plan and fabricate marketing campaigns.
- Supervise everyday Interactive workflow and procedures.

STRENGTHS

- Flexibility and Adaptability.
- Resourcefulness and stress tolerance.
- Innovative and versatile.
- Inquisitive and self-motivated.

HIGHLIGHTS

- Two weeks visit to Mexico to ensure smooth business transition from an external agency.
- Two weeks visit to Singapore to take part in a workshop to explain the current process and optimize the overal email development process.
- Built a validation tool to ensure emails are built as per standards and to facilitate UTM tracking.
- Upgraded Node.js & NPM to the LTS version resulting in improved performance and optimized codebase.