GURUDUTT NARAYAN

Technical Email Engineer

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🏠 Mysore, KA, IN 🌐 https://myself.guru

SKILLS

EMAIL MARKETING

A/B TESTING AND OPTIMIZATION

DATA SEGMENTATION

WORKFLOWS & RTM MANAGEMENT

INTERACTIVE EMAIL DEVELOPMENT

RESPONSIVE DESIGN

LANDING PAGES

GOOGLE ANALYTICS

GOOGLE TAG MANAGER

EMAIL ACCESSIBILITY

EMAIL PLATFORMS

EPSILON DREAM

EPSILON HARMONY

SAP MARKETING CLOUD

IBM ACOUSTIC

SALESFORCE PARDOT

MOVABLE INK (PERSONALIZATION)

MESSAGE GEARS

LITMUS (TESTING PLATFORM)

EDUCATION

B.E (COMPUTER SCIENCE)

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

ABOUT ME

I am a seasoned professional with over a decade of expertise in the realms of email marketing, web development, and Analytics. I am known for my resourcefulness and innovative mindset, I have diligently honed my skills and knowledge throughout my career, making me a proficient and adaptable specialist in these fields.

EXPERIENCE

TECHNICAL EMAIL ENGINEER

Talent Inc. / Dec '2023 - Present

- Build and optimize dynamic, data-driven email marketing campaigns and contribute to the continued modernization of the email channel.
- Ownership of developing and managing email strategy and driving performance.
- Develop and maintain marketing/transactional emails.
- Implement email campaigns with a strong focus on customer segmentation, testing and technical execution.
- Execute ongoing A/B testing regimen to improve email performance and engagement.
- Stay informed on email marketing best practices to create and code interactive experiences for email.

LEAD - MARKETING AND FRONT-END

Koch Business Solutions India Ltd / March '2019 - Dec '2023

- Responsible for Email Marketing, Frontend Development, Web & Email Accessibility, and Google Analytics & Google Tag Management.
- Develop and design responsive email templates for various marketing campaigns.
- Ensure emails are visually appealing and functionally effective across various devices and platforms (Litmus).
- Collaborate with cross-functional teams to ensure cohesive branding and messaging in email campaigns.
- Create accessible web and email experiences, ensuring inclusivity and compliance with accessibility standards.
- Actively participated in an organization-wide experiment exploring AI's applications in code development, contributing to innovation and efficiency.

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TECHNOLOGIES

HTML5

CSS3

JAVASCRIPT

BOOTSTRAP

VUEJS

TOOLS / UTILITIES

ADOBE DREAMWEAVER

ADOBE PHOTOSHOP

ADOBE ILLUSTRATOR

ADOBE XD

VS CODE

JIRA, TRELLO

SOCIAL

in @GURUDUTTNARAYAN

◯ @GURUDUTTNARAYAN

HOBBY & PASSION

SENIOR SOFTWARE ENGINEER

Genpact Headstrong Capital Markets / 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.

SENIOR WEB DEVELOPER

TechCentrix / 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 / 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.
- Meet 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.