Lalit Mohan Sawant

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🎯 Career Objective

Seeking a position in professionally managed organization enabling my professional growth and offering significant learning and performance-based career in the latest and fast-growing techno-commercial domain. I wish to involve as an effective person through progressive, sincere, and sustained efforts.

📝 High Level Professional Summary

- Overall 10+ years of experience as web producer, web project manager, software developer and related roles, ideally in B2B consumer facing software industry, B2B Marketing, Brand Marketing, Lead Nurturing, Email Marketing, Advance Segmentation, operations, transitions, and project management
- Strong familiarity and experience in creating and updating content within content management systems
- Understanding of HTML, CSS, JavaScript development and constraints
- Working knowledge of online marketing analytics and reporting tools
- Strong understanding of Web user experience
- Analysing organizational needs by coordinating with stakeholders
- Ability to prioritize and derive multiple simultaneous deliverables to execution with minimal supervision in a fast-paced environment, working with cross-functional teams
- Intellectual curiosity coupled with a highly analytical approach in assessing what is working and where to drive improved performance
- An Innovate, motivated, organized, high-energy team player
- Experience with site search, tag management, testing, and personalization tools
- **Team management —** Managing team that executes projects/campaigns for overseas clients
- **Operations management —** Includes a robust process for request allocation, capacity forecasting,request analysis, development, and quality audits are implemented and followed
- **Metrics management —** Derive operations and campaign level metrics report to the client
- **Client solution —** Working with the client to identify the requirements, documenting the challenges, mapping requirements to internal capabilities, creating a custom solution
- **Operations improvement —** Working with internal delivery teams to identify avenues of improving operations. This involves productivity, quality, and timeless aspect of the improvement of the operations. Involved in providing subject matter expertise on delivery projects
- **Quality Auditing —** Deriving failure points and auditing them before delivering the final output to the client
- **Software Development and testing —** Developing web based and standalone application for shipping domain clients using .net platform, HTML, JavaScript, CSS and performing system testing before deployment. Creating business libraries. Providing support on live project and bug fixing
- **Documentation —** As subject matter expert involved in creating SOP's for different operational activities in web content management projects. Created end user training manuals for shipping domain project users.

Skills & Highlights

- Content management system
- Project management
- Advance segmentation
- Stakeholder management
- Team management
- Analytical thinking and problem solving
- Risk analysis and management
- Reporting and automation
- Email Marketing
- Documentation and training
- Lead Nurturing
- B2B Marketing
- Requirement analysis and forecasting
- User experience

Technical Expertise

- **Content Management Systems**: AEM, SharePoint (MOSS), WordPress
- **Web Programming Languages:** HTML5, CSS3, JavaScript, jQuery, Bootstrap, XML
- **CRM:** Salesforce
- **Campaign Management Tools:** Eloqua, Marketo
- **Framework:** Microsoft .net 4.0
- **Application & Database programming:** ASP.net, ADO.net, C#, SQL Server
- **Quality Tools:** Acrolinx, CrownPeak
- **Analytics:** Google Analytics, Adobe Analytics (Basic)
- **Reporting:** Excel, JIRA, PowerBI (Basic)
- **Project and Documentation management:** Trello, JIVE, Microsoft Teams, SharePoint, Service Now, Zendesk
- **Designing tools:** Photoshop, InDesign

Work Experience

Company Name: BMC Software India	Duration:	Feb 2021 to Till Date
	Designation:	Campaign Manager
Technical Skills:	AEM, Eloqua, JIRA, SharePoint, Smartsheet, Photoshop, Screaming Frog, Salesforce	
Area of Specialization:	Project management, Team management, stakeholder management, campaign management, webcontent management, documentation, and training	
Principle Duties:	- Create strategies for the design and optimization of our online presence to increase organic traffic - Working with the team consisting of Reviewers, UX-Designers and liaising with the internal product team to fulfill the strategy - Coordinate with stakeholders for the campaign inputs, create and execute campaigns - Manage marketing automation efforts and process, proactively researching and implementing the latest best practices, strategies, and industry standards - Consulted with clients for email marketing campaign planning. - Form Specialist – Checking integration of AEM form and Eloqua forms - Checking data flow between AEM forms Eloqua forms and between Eloqua and Salesforce for contacts and leads - Support essential marketing operation initiatives such as managing lead lifecycle, lead scoring, lead nurturing, segmentation, and data cleansing - Provide training to the new recruits about the process and maintaining the training records - Plan and execute A/B testing to define and execute enhancement to productivity, conversion rate, campaign ROI, and sales growth	

Company Name:	EY	Duration:	Feb 2019 to Feb 2021
Project Name:	Digital platform experience	Designation:	Web Producer
Technical Skills:	AEM, Marketo, Trello, SharePoint, Zendesk, Flourish Charts, Adobe Analytics, Azure, Photoshop, InDesign, Ahrefs, PowerBI (Training in progress)		
Area of Specialization:	Project management, stakeholder management, campaign management, web content management, Analytics reporting, documentation, and training		
Projects:	EY.com site management, UI improvement, Campaign, Site Migration, Tags Implementation, SEO Management, and Performance Analysis		
Principle Duties:	- Create and publish website content via web content management tool and localization tools - Create strategies for the design and optimization of our online presence to increase organic traffic - Working with the team consisting of Reviewers, UX-Designers and liaising with the internal product team to fulfill the strategy - Leverage site metrics tools to measure and report performance of all campaigns and service line performance - Help advocate for SEO and best practices adoption by core cross-functional teams including content and creative - Create mock-ups and sample pages for site migration projects, being part of the core implementation team involved in core roadmap creation, challenges identification, and strategy discussion - Managed production of digital content from concept through completion - Created data visualization for displaying statistics on web pages using flourish data visualization tool - Create analytics performance report for campaigns and service line pages - As SMEs train newly hired employees related to the project and process, document all the activities performed and create the report - Create all process-related training documents and SOPs - Daily and weekly report creation - Coordinate with the campaign team to check the impact of the SEO updates and simultaneously discuss the same with Stakeholders and make necessary changes to the ongoing projects related to the campaigns - As the backup resource of a creative team responsible to make edits in the campaign-related PDFs, infographics, and supporting documents		

Company Name:	Wipro Limited	Duration:	Jul 2015 to Feb 2019
Project Name:	Digital platform experience	Designation:	Operation Project Manager (APAC GEO)
Technical Skills:	AEM, Eloqua, Trello, WordPress, JIRA, Service Now, SharePoint, Acrolinx, Crownpeak, JIVE, Akamai, Photoshop		
Area of Specialization:	Project management, stakeholder management, campaign management, web publishing, Analytics reporting, documentation and training, new capability enablement		
Projects:	intel.com website management	UI improvement	Campaign	Site Migration	Site health	Global and Local launches	Page off time	IQ article publishing		
Principle Duties:	- Primary client contact for web content publishing on client's corporate website for APAC geography - Managed daily deliverables by self and/or by utilizing a team of 12 web content specialists in creating and updating content on a timely basis - Responsible and accountable for overall Quality and on time publishing - Stakeholder management across all clients 'Geo marketing' teams and work in close partnerships with translation, creative and strategy agencies - Manage and implement high visibility projects such as product launches, campaigns, and programs - Coordinate on synchronized and non-synchronized projects with other Operation project managers and web production teams in different locations and time zones - Work with web content management system workflows to oversee content expiration process and content approvals for web pages including new pages - Work in collaboration with brand and content managers to ensure consistency in branding and messaging - Gather scope, copywriting, graphics and other collateral required to create, modify content for BU stakeholders — this may include Agency Inside or other designated agency partner - Perform quality reviews for the pages as per branding and guidelines provided by client's brand marketing agency and governance, perform rendition testing, also review for grammatical mistakes and whitespaces using acrolinx		

Company Name:	Planmain Quality Consultant (I) Pvt. LTD	Duration:	Mar 2010 to Jul 2012 (2 years 4 months)
Project Name:	Shipmaster	Designation:	Software Engineer
Technical Skills:	.Net 4.0, ADO.net, ASP.net, C#, HTML, CSS, JavaScript, jQuery, Photoshop, MS-Office, SQL server		
Area of Specialization:	Software Development, Testing, Database management, Software support, Training, Documentation		
Projects:	Web VIMS	Web Quiz System	Web Crew System	DryDock System	E-Purchase		
Principle Duties:	- Building generic business libraries - Creating web pages with forms and ajax components, ASP.net, HTML, CSS,and JavaScript - Perform manual testing on modules and system - Write stored procedures, create tables and views as per requirement - Information gathering and requirement analysis - Continuously monitoring the latest design patterns and suggesting to the leaderfor better user experience - Creating project documentation and user manuals - Training end users for software usage after deployment - Creating utilities as per client requirements		

🏆 Rewards and Achievements

- Received Spot award for **exceptional client service** FY20 Q2 in EY
- **EOL Automation** project was implemented and nominated for Pragati rewards in FY18 Q1
- Received award for **Best Project and Stakeholder Management** in FY18 Q1
- Received award for **outstanding performance** in FY16 Q4
- Received **certificate of appreciation** in FY17 Q2, and FY18 Q3.
- Won first prize in national level **Logo and Poster** making competition in VJTI Pratibimb 2008
- Won First prize for 3 continue years **poster making** competition organized by the renewable energy club in 2007, 08, and 09
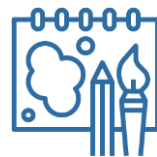
🎓 Qualification

- **M.M.S** in **Marketing** from Mumbai University with **First Class** (Duration 2013-15)
- **B.E** in **Information Technology** from Mumbai University with **First Class** (Duration 2006-09)
- **Diploma** in **Computer Tech.** from VESP affiliated to MSBTE with **First Class** (Duration 2003-06)
- **SSC** from Maharashtra State Board – with **First Class** in 2002-03

🎨 Hobbies

Note:
There is a gap in work experience as I was preparing for MMS entrance and perusing my post-graduation from Aug 2012-Jun to 2015.