Vijayakumar Balakrishnan

Vice President, AEM, Front-end Development and Digital Marketing

Nationality: Indian | Date of birth: 05/10/1982 | Gender: Male
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SUMMARY:

- Proficient in **Adobe Experience Manager (AEM)**, CrownPeak, WordPress, Adobe Marketo and HubSpot

- Skilled in team management and executing full-scale projects involving CMS migration, digital media architecture and marketing stack implementation

- Led initiatives for CMS Migration, Adobe Marketo marketing automation, overseeing deployments, migrations, email automation and performance monitoring

WORK EXPERIENCE:

Vice President | BNY Mellon | Pershing (Chennai, India)
February 2010 – Present

- Managing **world largest investment banking website** BNYMellon.com and Pershing websites in Adobe Experience Manager (**AEM**)
- Responsible for front-end coding, testing and documenting various packages, procedures, and functions for libraries and stored procedures, which were commonly used by different modules in Adobe Experience Manager
- Responsible for Marketing Automation, Search Engine Optimization (SEO) and website performance
- Oversee operations of Marketing team to ensure deliver planned results
- Utilize research and competitor analysis tools to curate go-to-market online marketing strategy
- Designing and suggesting digital marketing stacks and Email Automation tools to clients to ensure meaningful data is collected, enriched, integrated and executed to ensure results

Achievement

- Improve user engagement increased online leads from 300 to over 2k+ leads per quarter with 20% YoY
- Worked on the migration of CrownPeak to Adobe Experience Manager and ExactTarget to Adobe Marketo.

Officer – Web Development | Saud Bahwan Group (Muscat, Oman)
December 2008 – January 2010

- Oversee and implement Oman's largest automobile & travel branding, including website design & development and digital marketing

Web Developer | Consim Info Pvt. Ltd (Chennai, India)
December 2007 – November 2008

- Build advanced user interfaces using HTML, CSS and JavaScript from design compositions provided for client sites. Develop interactive user interfaces using JavaScript which allow for a more enjoyable and user-friendly experience. Work with senior designer (Visualizer) and back-end developers to evaluate and recommend user interface ideas and coding practices. Worked India's largest matrimonial and property sites. Other responsibilities include:

- Creating Digital Marketing Campaigns and Searching Engine Optimization implementation for global sites

Web Developer, Samran Technologies Pvt Ltd. (Chennai, India)
June 2007 – December 2007

Computer Programmer, RMD Engineering College (Chennai, India)
September 2005 – March 2007

Computer Faculty, Computer Software Collage (Chennai, India)
June 2004 – August 2005

EXPERTISE:

- <u>CMS</u>: Adobe Experience Manager (AEM), CrownPeak, OpenText, Shopify & WordPress
- <u>Front End:</u> HTML5, CSS3, JavaScript, jQuery & Angular
- <u>Digital Marketing</u>: LinkedIn, Twitter & Facebook Campaign Manager & Google Ads
- <u>Project Management</u>: Welcome, InMotion, JIRA, SLACK and SharePoint
- <u>Design & Video Platform</u>: Photoshop, Figma, Vidyard, YouTube, HotGloo & Mockup
- <u>Analytics</u>: Google Analytics & Tag Manager, Adobe Analytics & Launch
- <u>Marketing Automation</u>: Adobe Marketo, Hubspot & Mailchimp

EDUCATION:

- M.B.A.(E-Business) from Annamalai University

- B.Sc. (Mathematics) from University of Madras

HOBBIES AND ACTIVITIES:

- Guest Speaker in Startup Conference - Chennai, India for 2 consecutive years

- Supporting two NGO websites - Little Hearts Society and RASA