

ABHISHEK JAGTAP

MarTech & Email Operations Lead

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PROFESSIONAL SUMMARY

MarTech, Email and Content Operations professional with 9+ years of experience across HTML email development, CMS content management, CRM campaign operations, QA governance, stakeholder coordination and PMO-style delivery. Strong hands-on experience in building responsive EDMs, managing enterprise CMS workflows, supporting campaign deployments, creating reports, estimating work, coordinating with teams/clients, and supporting team-level delivery governance. Over the last year, expanded into AI-assisted workflow development by building internal tools, email automation workflows and web app prototypes with exposure to modern web apps and deployment workflows.

CORE SKILLS

Email Development: HTML EDMs, table layouts, inline CSS, responsive/dark mode, Arabic/RTL, cross-client QA

MarTech & CRM: SAP Marketing Cloud, Dynamics CRM/Journeys, Mailchimp, campaign operations

Team Leadership / PMO: Team coordination, delivery planning, task allocation, QA governance, stakeholder management, JIRA, Workfront, estimation, documentation

Web App & Deployment Exposure: React, Next.js, JavaScript, Supabase/Firebase, Express/FastAPI basics, auth, database workflows, domains/subdomains, basic VPS/Coolify self-hosting

Content & CMS: AEM, WordPress, Drupal, CMS authoring, rollouts, content QA

Analytics & SEO: GA4, GTM, SEO checks, tracking validation, reporting

AI-Assisted Development: ChatGPT, Claude, Figma MCP, Copilot, AI-assisted workflows, email code generation workflows, automation workflows, internal tools, code debugging

Design Tools: Photoshop, Illustrator, UI review/design feedback

EXPERIENCE

Senior Content Publisher | Publicis Production | 09/2025 - Present

- Coordinate team delivery across EDM, CRM and website workstreams, including task follow-ups, QA checks, timeline tracking, issue resolution and stakeholder updates.
- Lead end-to-end HTML EDM development and CRM campaign delivery, managing timelines, quality, QA and team coordination.
- Act as CRM and email development SME on Microsoft Dynamics CRM, supporting campaign setup, execution quality and issue resolution.
- Provide email development best-practice guidance across responsive EDMs, dark mode, Arabic/RTL builds, localization and cross-client rendering QA.
- Acted as content and delivery lead for a new automotive brand website launch, coordinating with client, product, creative, global and internal teams.
- Managed website content workflows including content gathering, CMS updates, documentation, trackers, issue logs, status updates, feedback consolidation and follow-ups.
- Led weekly status calls and project communication to keep stakeholders aligned on open items, delivery timelines, dependencies, risks and approvals.
- Supported launch readiness by tracking defects, validating content updates, reporting issues, coordinating fixes and ensuring deliverables stayed on schedule.
- Built AI-assisted automation tools, including EDM agents in Copilot and an internal EDM Validator, to reduce manual QA effort and improve delivery efficiency.

Senior Content Strategist | Publicis Global Delivery | 01/2023 - 08/2025

- Led EDM development delivery by coordinating team tasks, reviewing output quality, managing timelines and guiding team members on email development best practices.
- Provided design feedback and enforced email development best practices across multiple clients and campaigns.
- Developed and delivered over 1200 responsive, multi-language EDMs annually, including Arabic localization.
- Acted as subject matter expert for Arabic language email builds and localization workflows.
- Managed CRM-based email deployments using platforms like SAP and Microsoft Dynamics, ensuring process alignment and execution quality.
- Led CRM transition projects and created internal tools (e.g., AEM Chrome extensions, automation scripts) to streamline workflows and increase process efficiency.
- Performed thorough QA across email campaigns and web content, covering functionality, rendering, copy and metadata validation.
- Managed content updates and deliveries for websites using CMS platforms such as AEM, WordPress and Drupal.

Content Strategist, L2 | Publicis Sapient | 11/2021 - 12/2022

- Functioned as EDM Developer and Content Strategist.
- Led EDM development team to manage timelines and delivery.
- Provided SEO and GA support for multiple websites.
- Managed updates on CMS tools like AEM, Drupal and WordPress.
- Worked closely with development teams to achieve delivery goals.
- Led client/stakeholder calls with development teams and guided clients on estimates, feasibility and timelines.
- Created project reports and status/burn reports.

Data Management Analyst | Accenture | 12/2020 - 11/2021

- Worked as Lead and QA support in rotational shifts.
- Provided expertise on scope, estimates, feasibility and accessibility to offshore clients and stakeholders.
- Managed end-to-end web campaign launches and deadlines.
- Guided and collaborated with team/stakeholders/clients to deliver quality web pages.
- Provided SME/QA support to colleagues to follow protocols and standards.
- Created project health reports and weekly status reports.
- Performed market rollouts in Multi-Site Manager and created XML projects for markets.
- Developed multiple Chrome extensions for AEM to help the team save time/effort.

Engineer, L1 | Publicis Sapient | 09/2018 - 12/2020

- Created and managed projects using tools like AEM, CQ5, Drupal, WordPress, Laravel and Umbraco.
- Created and managed page layouts and templates for Middle East markets.
- Conducted test cases, reported outcomes and fixed layouts/issues on AEM - CRX DE Lite.
- Worked on Meya Platform to report and handle chatbot updates.
- Provided training to new associates and clients on AEM and complex authoring components.
- Provided expertise on scope, estimates and feasibility of incoming requests.
- Performed website QA and reported/fixed issues via JIRA.
- Coordinated with stakeholders and product launch managers to create new pages and correct content issues.
- Developed AEM URL conversion Chrome extensions to help save effort in multi-market scenarios.

Developer Specialist | Accenture (3rd Party Payroll) | 11/2016 - 09/2018

- Created and managed web pages, adding/editing content using WCMS tools like CQ5 and AEM 6.3.
- Coordinated with overseas team members to discuss and manage content.
- Maintained workflow in Jira/Workfront/Email ticketing systems.
- Performed website QA.
- Worked as Workflow Analyst in CMS Automation Project.

INDEPENDENT PROJECTS / AI-ASSISTED DEVELOPMENT

- **EDM Validator with Code QA/Auto Issue Fixing** - Internal tool to validate HTML email code, identify issues and support automated fixes.
- **Figma MCP to HTML Email Agentic Workflow** - AI-assisted workflow using Figma MCP to convert Figma email designs into HTML EDM code.
- **Image-to-HTML Email Agentic Workflow** - AI-assisted workflow to convert static email design images into responsive HTML email code.
- **Email UI/UX Guide** - Educational email design tool.
- **AEM / workflow Chrome extensions** - Internal productivity tools.
- **Selected AI-assisted web app prototypes** - Built using React/Next.js, Supabase/Firebase and AI-assisted development workflows.

EDUCATION

B.E (Computer Science): K.C College of Engineering, Thane - 2016

Diploma in EXTC: Shreeram Polytechnic, Mumbai - 2010

S.S.C: Maharashtra State Board, Mumbai - 2007

LANGUAGES & INTERESTS

Languages: English, Hindi, Marathi

Interests: Tech Enthusiast, Music Production, Travel Photography, Playing Guitar