

## NEELA PATEL

**OBJECTIVES** Excellent project management and communication skills with the ability to work on a large volume of different projects on varying deadlines while maintaining positive working relationships. Strong analytical and troubleshooting skills. An enthusiastic team player and fast learner. Excellent communication skills. A skilled leader and reliable developer. I am not afraid to get my hands dirty and I know that feedback from peers is a way to improve myself and my work.

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### SKILLS & ABILITIES

- Remain current on design/development industry best practices, tools, news, trends and the latest online strategies
- Experience developing targeted front-end tactics for digital, SEO, video, editorial and other various marketing channels
- Functional knowledge of Adobe Creative Cloud- (Photoshop, Illustrator, Dreamweaver, InDesign etc.)
- Superb working knowledge of CMS, email development, HTML and CSS
- Experience in content management tools
- Thorough understanding of responsive email development and industry standard
- Working knowledge of jQuery and JavaScript

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### TECHNICAL PROFICIENCIES

**Softwares:** Visual Studio, MS SQL Server(2000, 2005, Photoshop, Illustrator, Acrobat, ImageReady, Dreamweaver, Flash, Fireworks, Microsoft Office Suite, MySQL, FTP clients, Dreamweaver, Flash, In Design, MS Word, MS Excel, Director, MS Outlook, Powerpoint, Premier, 3D Studio Max, Corel Draw, ColdFusion  
**Development:** HTML, HTML5, CSS, CSS3, SQL, PHP, (X)HTML, AJAX, JavaScript, XML, JQuery, Dojo, LESS, SASS, Bootstrap  
**CMS:** Wordpress, Drupal, Acorn, Hybris, AEM

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### PROFESSIONAL EXPERIENCE

#### **SR. FRONT END DEVELOPER, GRAINGER INC.**

March 2011 to present, Lake Forest, IL  
Develop websites using AEM/CQ, including the creation, configuration and integration of templates, components, dialogs, widgets, workflows, and more. Design, develop and support CMS components, integrations and applications. Working with web content team to develop HTML/CSS content on Hybris e-commerce CMS. Custom landing pages and article pages using HTML/CSS/Javascript/jQuery within the CMS systems. Created a custom mobile style to support responsive website to promote mobile app and mobile web initiatives. Work and consult with online merchandising and marketing teams on integrated campaigns for enhancing web content online. Create content spotlights, custom brand pages, banner placements using HTML/CSS/javascript in Oracle Endeca Workbench. Design of page mockups and editing of web related graphics

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## **WEB DESIGNER/DEVELOPER, DATABASE ADMINISTRATOR, PEARSON EDUCATION**

Nov 2007 to Mar 2011, Glenview, IL

Worked with Direct Marketing and Sales team to create pre sale campaigns and websites. Created web templates that integrate with ColdFusion back end, Planning, designing, and implementing web site structure and navigation layout. Designing and planning additions to sites. Designed banners and graphics for company portal website, landing pages and email newsletters. Optimized websites for SEO (search engine optimization). Generated Google analytics report for the website on business unit's request.

## **WEB DESIGNER/DEVELOPER/GRAPHIC DESIGNER, FREELANCING**

Jan 2003 to Oct 2007, Streamwood, IL

I worked on multiple freelance projects. Designed logos, brochures and event flyers for clients, helped develop websites in Wordpress, custom email development. Web site design/development for small businesses. Conducted strategic marketing research based on Google Analytics.

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### **EDUCATION ASSOCIATE IN WEB DEVELOPMENT**

Harper College, Palatine, IL, Current

### **WEB DESIGN DIPLOMA WITH HONORS**

The Illinois Institute of Art Schaumburg, IL, 2010

### **TECHNOLOGY, MULTIMEDIA & WEB ENGINEERING**

Arena/Aptech Multimedia, India, 2002

### **BACHELORS IN COMMERCE**

Navgujarat College, India, 1995

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