NEPPOLIAN DURAISAMY

DIGITAL PRODUCER | DIGITAL MARKETING | UI/UX & WEB DEVELOPMENT

Dubai, United Arab Emirates • +971 50 150 2440 • neppolian@hotmail.com • linkedin.com/in/neppolian • neppolian.com

PROFESSIONAL SUMMARY

Digital Producer and digital marketing specialist with 15+ years of experience across web development, UI/UX design and performance marketing. Combines hands-on front-end engineering for enterprise platforms such as Nasdaq and Citi with end-to-end campaign delivery across SEO, SEM/PPC, social media, email and content marketing. Takes digital products from concept to launch, from UX research, wireframes and prototypes to pixel-perfect builds, analytics and conversion optimization, for brands in the UAE and global markets.

CORE COMPETENCIES

Digital Marketing Strategy | SEO / SEM | PPC & Google Ads | Social Media Marketing (SMO) | Content Strategy | Email Marketing | Marketing Analytics & Reporting | Conversion Optimization | UI/UX Design | UX Research & Usability Testing | Wireframing & Prototyping | Front-End Development | CMS Development | Branding & Visual Identity | Project Management (Agile / Scrum) | Data Visualization

TECHNICAL SKILLS

Marketing & Analytics	Google Analytics, Google Ads, Meta Business Suite, Semrush, Google AdSense, Lighthouse, HubSpot, CRM & marketing automation tools
Web Development	HTML5, CSS3, SASS/SCSS, JavaScript (ES6+), React JS, Angular JS, Node.js, jQuery, AJAX, JSON, PHP, SQL, Pug/Jade, Twig, JSP, CSHTML
CMS & Platforms	WordPress, Drupal (Acquia), Magento, CakePHP, .NET, AWS, Akamai, cPanel, WAMP
Build & Workflow	Git, SVN, NPM, Webpack, Gulp, Grunt, JIRA, VS Code
Design	Figma, Adobe XD, Sketch, Adobe Photoshop, Adobe Illustrator, CorelDRAW, Lightroom

PROFESSIONAL EXPERIENCE

Digital Producer
Jul 2025 – Present

Valtrans Transportation Systems & Services (PARKONIC) | Dubai, UAE

- Produce and manage multi-channel digital campaigns supporting the expansion of PARKONIC smart parking solutions across the UAE and international markets.
- Improve website engagement and lead generation through an optimized content strategy, SEO and user-experience enhancements.
- Lead front-end development of the PARKONIC website using HTML5, SCSS and JavaScript with a Gulp-based build workflow.

Digital Marketing Specialist
Jan 2023 – Jun 2025

ITT Technologies

- Planned and executed high-impact campaigns across SEO, SEM, social media, email and content marketing, informed by research into trends, competitors and audience behavior.
- Created and managed content across blogs, social media, email newsletters and website pages; scheduled posts and managed community engagement.
- Monitored SEO performance, refined on-page content and strengthened link-building strategy.
- Optimized website performance and martech tools to enhance user experience and drive conversions.
- Tracked KPIs with Google Analytics and social media insights; delivered daily and weekly campaign performance reports.

Software Developer Specialist
Jan 2017 – Mar 2022

NASDAQ

- Owned UI/UX delivery for nasdaq.com and business.nasdaq.com, building responsive experiences for high-traffic financial websites.
- Delivered full-stack development on the Acquia Drupal CMS: custom modules, reusable CMS components and cross-platform API integrations.
- Built with React JS, Node.js, NPM, Pug, HTML5, SCSS, PHP and CSHTML/.NET on AWS, with Akamai content delivery.
- Restructured the legacy codebase and package management into an organized, maintainable architecture.
- Contributed to brand UX strategy for new product development and legacy-system enhancement, applying SEO and Google Analytics best practices.

Lead Engineer (UI/UX)
Nov 2014 – Dec 2016

HCL Technologies Ltd. | Client: Citi

- Led UI/UX and JSP front-end development for EmDD (Employee Due Diligence), a global trading intranet application, across APAC, EMEA, NAM and LATAM regions.
- Implemented multi-search, dynamic email-template generation, hierarchy trees, detailed forms, dashboard widgets, admin pages and responsive tables.
- Built role- and region-based components (multi-level menus, headers, widgets) in a Java, WebSphere and SVN environment using Agile.
- Upgraded the application from IE7-based code to modern cross-browser support, introduced the latest jQuery and reduced page-load times through code optimization.
- Redesigned the UI to a flat, responsive look; partnered with business, database and Java teams to resolve critical UX scenarios.

UI Designer
Nov 2012 – Jul 2014

FARSHORE Software Development

- Designed websites, UX wireframes and mobile app screens; built custom responsive front ends and hybrid app interfaces.
- Integrated HTML/CSS and jQuery into Magento, WordPress and CakePHP; customized Bootstrap, themes and email templates.

Web Designer
Aug 2010 – Oct 2012

IGEN Software Solutions

- Designed websites, templates, micro-sites, logos and brand identities; wrote and tested HTML/CSS and jQuery code.
- Produced print collateral including brochures, calendars and textile palette designs.

EDUCATION

Master of Science (5-Year Integrated), Software Engineering — 2005 – 2010

M. Kumarasamy College of Engineering, Anna University | First Class

CERTIFICATIONS

- **Google Digital Marketing & E-commerce Professional Certificate** | Google
- **Digital Marketing Certification** | HubSpot Academy

AWARDS & RECOGNITION

- **2nd Prize, NASDAQ Hackathon** | 2018
- **SPOT & LIVE WIRE Awards for Best Performer** | HCL Technologies
- **Client Appreciation for Code Optimization & Cross-Browser Delivery** | Citi

LANGUAGES

English (Professional) • **Tamil** (Native) • **Hindi, Malayalam, Kannada** (Working knowledge)