

SACHIN MURME

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TARGET ROLE: WEBSITE & MARTECH MANAGER | WEB DEVELOPMENT & DIGITAL EXPERIENCE LEADER

“Scaling Web Experiences Through WordPress, MarTech & Digital Operations.”

PROFESSIONAL SUMMARY

Website & MarTech professional with 12+ years of experience in building, modernizing, and managing high-performing digital ecosystems, including 10+ years of hands-on WordPress expertise. Combines hands-on expertise across web development, MarTech integration, SEO, analytics, performance optimization, and digital campaign enablement, connecting technical execution with marketing and business requirements. Experienced in translating complex digital requirements into scalable, governed and high-performing web experiences across content, UX, analytics, infrastructure and security.

Known for turning fragmented web operations into structured, scalable digital platforms through website governance, modernization, reusable standards, process improvement and cross-functional delivery. Partners effectively with marketing, design, IT, security and external vendors, with a hands-on, independent approach to complex website and MarTech environments.

CAREER IMPACT SNAPSHOT

11 Regional Websites Managed | 3,000+ Website Pages | 100,000+ Monthly Visits | Multi-Regional Website Operations | Localized Content & Translation Management | Regional Digital Asset Coordination | Website Modernization | Scalable Web Standards & Components | Regional Digital Operations | Marketing & Development Alignment | Campaign-Ready Digital Experiences | Website Operations Process Improvement

CORE COMPETENCIES

WEBSITE & DIGITAL EXPERIENCE: Website Strategy & Operations | WordPress Development | Digital Experience Management | Website Governance | Website Modernization | CMS | UX/UI Collaboration | Responsive Web Design | Custom Themes & Plugins | WooCommerce

MARTECH & DIGITAL MARKETING: MarTech Integration | Marketing Automation | Marketo | HubSpot | Google Analytics / GA4 | Google Tag Manager | Lead Generation | Campaign Tracking | Email & Landing Page Development | Digital Campaign Enablement

SEO, PERFORMANCE & INFRASTRUCTURE: Technical SEO | Website Optimization | SEMrush | Ahrefs | Conductor | Web Analytics | Cloudflare | WP Engine | Server & Hosting Management | Uptime & Deployment | Web Security | SSL/TLS

LEADERSHIP & DELIVERY: Website Project Management | Team Leadership | Stakeholder & Vendor Management | Cross-Functional Delivery | Requirements Management | QA & Release Management | Continuous Improvement

PROFESSIONAL EXPERIENCE

INTEGRAL AD SCIENCE

Senior Manager – Web Development | Apr 2024 – Present

- Directed end-to-end ownership of corporate websites and event microsites spanning web development, SEO, MarTech, server administration, and digital operations.
- Managed an 11-region ecosystem of 3,000+ pages and 100,000+ monthly visits, coordinating localized content, translations, digital assets and regional requirements to strengthen content consistency, operational efficiency and regional marketing execution.
- Established a structured operating model for localized website management, improving content consistency, operational efficiency and regional marketing execution across the digital ecosystem.
- Strengthened the MarTech ecosystem through WordPress, Marketo, HubSpot, GA/GA4 and GTM, enabling reliable tracking, forms, campaign execution and UX optimization.
- Delivered email templates, landing pages and marketing integrations supporting lead generation and campaign execution.
- Partnered with marketing, IT, security and external vendors to resolve technical issues and deliver scalable website enhancements across development, QA, deployment and optimization.

Lead Web Developer | Aug 2021 – Mar 2024

- Facilitated the development and management of the corporate website and event microsites, including WordPress, custom

themes/plugins, technical implementation and digital enhancements.

- **Modernized the web experience through** website redesign, standardized layouts, improved navigation and UX, while maintaining SEO and technical performance.
- **Established reusable page structures, components, development standards and content workflows**, improving scalability and maintainability.
- **Aligned UX/UI, design, marketing and development teams around branding, usability, SEO and technical standards.**
- **Managed Marketo, SEO, performance, server configuration, uptime and deployments**, while developing email templates and landing pages for marketing campaigns.

INFOCEPTS TECHNOLOGIES

Assistant Manager | Apr 2018 – Aug 2021

- **Managed website, digital marketing and campaign operations**, including lead-generation campaigns, social media and marketing initiatives.
- **Directed end-to-end InfoCepts website and internal portal management**, covering development, content, SEO, analytics, server/hosting administration and platform enhancements.
- **Established a structured process covering content updates**, development requests, QA, SEO, analytics and production releases, improving delivery reliability.
- **Led team activities and coordinated marketing**, design and technical stakeholders to prioritize requirements and deliver website initiatives on time.

Senior Executive | Apr 2015 – Mar 2018

- **Owned end-to-end management of the InfoCepts website and internal portals**, covering development, content updates, SEO optimization, server/hosting, security and performance monitoring.
- Drove continuous website enhancements and cross-functional technical improvements, strengthening **usability, discoverability, stability and performance**.

PREVIOUS CAREER

Webgile Solutions

Senior PHP Developer | Apr 2014 – Mar 2015

- **Built and maintained responsive WordPress websites**, developing custom functionality, features and front-end layouts using HTML/CSS to meet evolving client requirements.
- **Provided technical support and troubleshooting, implementing new features and enhancements** to improve website functionality, performance and user experience.

PHP Developer | Aug 2013 – Mar 2014

- **Supported website development across custom PHP and WordPress environments**, building the technical foundation for progression into senior web development and website management responsibilities.

TECHNICAL TOOLKIT

- **Web & CMS:** WordPress, Custom Themes & Plugins, WooCommerce, Elementor, Gutenberg, CMS
- **Development:** PHP, HTML5, CSS3, JavaScript, jQuery, CodeIgniter
- **MarTech:** Marketo, HubSpot, Marketing Automation, Lead Capture, Campaign Tracking, Email Templates, Landing Pages, Google Tag Manager (GTM)
- **Analytics:** Google Analytics, GA4, Web Analytics, Conversion Tracking
- **SEO:** Technical SEO, SEMrush, Ahrefs, Conductor
- **Infrastructure:** Cloudflare, WP Engine, Server & Hosting Management, Uptime, Deployment
- **Security & Experience:** Website Security, SSL/TLS, Mobile-Responsive Design, UX/UI
- **AI:** AI-Assisted Content, Marketing & Web-Development Workflows

EDUCATION

- Bachelor of Engineering (B.E.) in Information Technology | KDK College of Engineering | 2012
- Diploma in Information Technology | Government Polytechnic, Bramhapuri | 2008