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**Objective**

An ambitious problem solver with a passion for online businesses, and like to join a team of like-minded developers. A strong conceptual thinker who has a keen interest in all things related to the Internet. Having ability and experience needed to design and execute complex software projects for a diverse variety of users. Committed to having an impact on the future of any company that I works for, and possesses the enthusiasm and commitment to learn and develop my career within a fast paced and growing business.

J**ob Summary**

**Web/Email Developer** – With over **8 ½ years of progressive experience**, obtained perpetually challenging position in the field of web development, key proficiency in designing webpages using JavaScript, HTML and CSS. Extensive Knowledge of creating wireframes using Photoshop which includes responsive newsletters and landing pages. Conversion of PSD to html. Possessing extensive technical knowledge on Campaign setup, Data extensions and Email deployments. In-depth understanding on emailing applications like Exact Target 2.0 and Zeta 1.0

**Areas of Expertise**

* Web design & development: Specialization & hands-on expertise in Web designing & development, Campaign management & E-Newsletters building
* Web Technologies: HTML 4.1, HTML 5, DHTML, XHTML, XML, CSS 2.0, CSS 3 JavaScript & jQuery, Bootstrap, Zurb Foundation, Type Script, Flex box, Angular JS, UI Path etc.
* Tools: CSS3, Adobe InDesign, UI Path, SVN, Github, Adobe Photoshop CS6, Adobe Flash CS6, Adobe Dreamweaver CS6, FTP (File Transfer Protocol), File Zilla
* Email Applications: Zeta Hub, Ebay CRM, E-Dialog, Zeta 1.0
* CMS: Joomla, Word press, Drupal

**Education & Achievements**

* M. Phil from DBHP University, Chennai – Part time
* M. A. from DBHP University, Chennai – Part time
* B. Com from Nagarjuna University, Guntur
* Recognized as STAR performer for multiple quarters (Zeta)
* Recognized with Amazon Gift card for being best Sr. Web Designer top 2% (Zeta)
* Awarded with Gift Voucher for being best web designer top 5% (Reasoning)
* Black Belt certified in KARATE

**Professional Experience**

Company: Inmar Technologies, NYC Headquartered. Hyderabad delivery center

Role: Email Developer & Web Designer

Client: Natural Groceries, INmail, Amplify

* **Project - INmail**

Designs were of INVISION, Simply tool and time allocated by client to complete the project was 6 months. Using JavaScript, jQuery, Bootstrap, HTML and CSS.

* **Project – Inmar Wordpress**

It is very high end Theme developed successfully, using html and css, javascript.

Quality check of the email campaign in all the domains and browser compatibilities using Litmus.

Company: Zeta Interactive, NYC Headquartered. Hyderabad delivery center

Role: Email Developer & Web Designer

Client: SportChek, PayPal, Major League Base Ball (MLB), Kelloggs, American Airlines, Ralph Lauren, Americana, Club Monaco and Fandango.

* **Project - SportChek**

Designs were of INVISION tool and time allocated by client to complete the project was 5 months, we finished it in 45 days Using JavaScript, jQuery, Bootstrap, HTML and CSS.

* **Project - Ralph Lauren**

We completed 90 templates, each template having 6 versions to be delivered to 6 different countries. Though the time provided to complete this project was 6 months we successfully finished it in 30days.

* Building Customer Segmentation and Targeted Communication setup.
* Providing technical assistance for troubleshooting issues relating to HTML templates.
* Formulate procedures for slicing and optimization of images for HTML emails utilizing Photoshop, In vision
* Keeping track of updates related to major ISP’s and transferring aggressive knowledge to team to keep them updated in developing email templates accordingly.
* Quality check of the email campaign in all the domains and browser compatibilities using Litmus.

Company: **Palred IT Solutions**

Role: SR Web Developer/Web Designer/ Email Developer

Client: Latestone, Palred

* Perform high-level analysis of the projects done by the team at different times and the behavior of them across the periods.
* Slicing and optimization of images for HTML emails utilizing Photoshop.
* Creating e-newsletters using Html and CSS and making them responsive with the implementation of media queries.
* Setting up email campaigns in, and setting up portfolio in the tool where sliced and optimized images are uploaded.
* Creating Data Extension and store subscribers data.
* Segregate the data using Filters as per the client requirement.

Company: **Tummyfull Food Venture**

Role: SR Web Developer

Client: Tummyfull.com

* Maintenance and development of event management websites throughout all the regions in the World.
* Creating of websites using Html, Dhtml, Xml, Css, Javascript and Jquery Plugins.
* Adding additional pages to the existing websites with the information provided by the client.
* Creating of logos, banners, brochures and icons using Photoshop as per the clients requirement.

Company: **Reasoning Global e Applications**

Role: SR Web Developer

Client: BigBasket, Neerus, Sangeeta Mobiles, Wallmart, Metro Shoues, Myneeds, Forzzafurniture, Goadsquad, vitsouvenirshop, shop4saree, bigbash, mintyourmoney, kooltopp, Safetykart,

Responsible for working on a range of projects, developing and maintaining the front end functionality of websites. Participating in discussions with clients to clarify their queries and assist them accordingly. Designing prototypes for apps and

websites. Creating logos, banners and buttons for websites. Writing cross-browser

compliant XHTML, CSS & JavaScript.

* Designing and implementation of storefront as per client’s requirement.
* Elegantly implementing page designs in standards-compliant HTML and CSS.
* Designing and implementing functionality using JavaScript, with framework jQuery.
* Expert knowledge of perfect Email campaign and responsively for all browsers.
* Utilize extensive capabilities of Dream-weaver, Photoshop, Adobe InDesign and other web development and graphic design tools to design and develop complex database driven e-business web applications with exciting visual designs that enhance user experience.
* Create HTML code and GUI (Graphical User Interface) design that ensure cross-platform and cross-browser compatibility.
* Monitor the integrity of the developing web sites by integrating JavaScript and other code into the HTML files.

**Declaration:** I hereby declare that the details furnished above are true and correct to the best of my knowledge

 Thanks & Regards,

Maline S