**OBJECTIVE**: To develop understanding of the business and research objectives and help to design solutions through knowledge of project and questionnaire design, sampling processes, weighting and production of deliverables. And want to be a part of a leading Organization where I can use all my skills in the best possible way to increase productivity. It is in the context that I am confidently looking up to your concern for required Professional work environment to nurture my interest

**SYNOPSIS:**

Recently completed Digital marketing course ,web designing and PHP at Lavenir institute of professional studies.

Accomplished and results-oriented professional with 4 years of extensive experience in developing designs and analyzing data by using statistical techniques. I have also worked with HSBC GLT Software Development India Pvt. Ltd Pune.

Worked with SG Analytics Pvt. Ltd as a Research Analyst in the Market Research department.

Proficient in grasping new technologies and utilizing them in an effective manner

Good Communication and Inter personal skills combined with willingness to learn.

**SKILLS:**

***Web Technologies*** : **H.T.M.L.5, XML, spring, css3, word press, bootstrap,**

**Digital Marketing, Research and analysis,PHP**

***Scripting***  : **JavaScript**

***Languages*** : **C, core java, advanced java**

***Tools*** : **RAD,** **Teamsite Repository, QC, Multisim, Kiel, Xilinx**

***Databases*** : **Oracle 9i**

***Framework*** : **R2DS Framework.**

**ACADEMIC CREDENTIALS:**

**B.E (Electronics and Communication)** from **Pune University** **in 2009** with 68%**.**

**AISSCE** from **CBSE**, K.V.Vidyalaya, in **2003** with 72.4%.

**AISSE** from **CBSE**, K.V.Vidyalaya in **2001** with 72.6%.

**Expertise:**

Recently created responsive website using bootstrap classes and wordpress themes.

Well acquainted with SEO, Social Media, Ads creation and creating an ad-campaign.

**WORK EXPERIENCE**

**Sept2015-Dec2015:**

Was intern at LIPS Pune.LIPS Pune which is basically a training institute.Which provides internship program as well as training for Digital Marketing and Web development. I got trained for the listed techniques in digital marketing as well as web development.

* PPC campaign management
* Google AdWords, Adwords campaign optimization
* Google Analytics
* Social Media - Facebook, Twitter, LinkedIn, Instagram
* Social Media Ad campaigns, primarily Facebook & LinkedIn
* Other traffic generating strategies
* Email Marketing (Mailchimp)
* Keyword Analysis
* Content creation

**Web Development:**

* Create site layout/user interface by using standard HTML/CSS practices
* Integrate data from various back-end services and databases
* Gather and refine specifications and requirements based on technical needs
* Stay plugged into emerging technologies/industry trends and apply them into operations and activities
* HTML(5) and CSS(3)
* Wordpress and PHP/MySQL

**June 2013- Sept 2014- Worked as Research Analyst at SG Analytics**

SG Analytics is engaged in Business Research as well Market Research. This is one of the leading company in research industry.

* Compile and evaluate data  
  • Evaluate and recommend new products and services  
  • Interact with third part vendors and other agencies
* Was involved in managing projects of qualitative and quantitative research and worked in different region and different industry including banking, FMCG (Fast Moving Consumer Goods), IT
* Data analysis and report generation
* Regularly attend meetings with clients for Project discussions and project timeline.
* Delivered projects on scheduled time successfully.

**WORK EXPERIENCE:**

**SEPT 2010 – NOV 2012 :** Worked as a “Software Engineer” with **HSBC GLT Software Development India Pvt. Ltd. Pune in** the Development Team.

**ROLES AND RESPONSIBILITIES:**

Coordinate with various teams to develop and support Java applications.

Participate in software design meetings to write technical design documents and to propose design solutions.

Develop codes based on user requirements documentation and detailed design documentation.

Recommend optimum coding methodologies based on latest coding developments and project needs.

Provide work effort, budget and timelines for proposed project to Managers.

Develop architectural standards and best practices for application coding.

Perform unit testing of application codes.

Develop and distribute project documentation both internally and externally.

Resolve system defects and perform bug fixes during testing phase.

Develop innovative methodologies to improve project quality, scalability and profitability.

Perform code reviews as needed.

Manage and monitor geographically distributed teams to ensure high quality and timely completion of projects.

Guide Junior Software Engineers in designing and implementing application codes.

Cross-train Junior Software Engineers on software product features.

**PROJECTS IMPLEMENTED:**

**Title:** Exception Management **Organization:** Development India Pvt. Ltd. Pune

**Language Used**: Java, XML **Database Used:** Mainframe

**Duration:** September 2010- Nov 2011 **Client:** HSBC

**Role:** Writing Unit test cases and Executing, End to end test writing & Test case execution, Updating Teamsite Repositories, Uploading Test cases in QC Raising Defects as well.

**Scope:** This project is the localization of an already implemented application in four languages Hebrew, Slovak, German, and French. The complete web portal named Exception Management (EM) developed HSBC which helps in managing the Transactions of the different clients of the organization. The complete portal is now being localized in four languages and this is supported by NLS so can be made available in any other languages as well.

**Title:** Account Opening & Maintenance **Organization:** Development India Pvt. Ltd. Pune **Language Used**: Java, XML **Database:** IMC & Client sphere

**Duration:** Dec 2011- Nov-2012 **Client:** HSBC

**Role**: Requirement management, Design, Developer, Unit testing, End to end test case execution

**Scope:** This project basically deals with Account Opening & Maintenance of the Users Basically manages the new account opening requests and manages all the .Account can be created for the Existing as well as the new companies of a client. Then as per the entitlement rights given to the user is able to proceed with the process. Here data on request to be fetched from two different systems IMC & Client-sphere and different statuses of the request is shown to the user so that user will be updated respectively.

**Project Experience during Engineering:**

**Project 1**  : **VEHICLE FOR DATA GATHERING (B.E.)**

**Type** : Development

**Platform** : Windows XP

**Languages**  : C, C++, VB

**Duration** : 1 Year (Final Year Project)

**Role** : Programmer as DB resource and DPR

**Team Size** : 3

**Academic Projects:**

The objective of this project was to design a vigilance device/robot, which will survey the project area by taking the images and video through its camera, and also senses the concentration of harmful gases and sends all the information to the server. Server is having the connection to the robot through RF link by which we can control the whole operation remotely from any place by logging into the system.

Robot is having the 89c51 controller that coordinates all activities. It takes the information from sensors (TDR/gas) and navigates through the area. By seeing the video we can control it from keyboard too like game playing.

It has three modes of operations 1) Patrol mode (in which it does predefined operations) 2) Controlling mode (in which we can control its moves) and 3) Automatic mode (By chance if we lose control, It automatically switch to this mode and controls the operation).

**Project 2**  : **SECURITY SYSTEM (T.E.)**

**Type** : Development

**Platform** : DOS

**Languages**  : Assembly.

**Duration** : 6 Months (Term End Project)

**Role** : Programmer

**Team Size** : 4

The project was designed for security of precious things, such as jewelry, confidential documents. For example ATM machine.

Project is having the input section, main controlling block and output section. Power supply generation block gives the required power to each block/section.

Micro controller is the main controller. It takes the inputs from keypad; this prototype is designed for three users. Each user is provided with unique password if an unauthorized attempt is made for the password then the buzzer rings and if somebody tries to break the security again the buzzer hits the actions will be detected with the help of IR sensor.

It is having user selectable/programmable options to operate it according to its requirement.

**Achievements:**

Been nominated as a Star Performer for a quarterly awards in HSBC GLT.

**Activities Performed:**

* **Blackout coding competition:** got certificate from modern college
* **Cultural committee:** worked as a **Treasurer**
* **Paper presentation** : Organizer a national level event organized by **AISSMS ENGINEERING In 2008**
* Attended seminar on **EMBEDDED** Technology & **MICROWIND**
* Presented seminar on B.E. Project.(**REMOTELY GUIDED VEHILCLE FOR DATA GATHERING**)

**PERSONAL DETAILS:**

|  |  |
| --- | --- |
| **Sex:** | Female |
| **Date of Birth:** | 18th Nov. 1985 |
| **Passport:** | J6274448 |
|  |  |
| **Visa Status:** | Residence Visa(Husband Sponsored) |

**ADDITIONAL SKILLS**  
• Excellent oral and written communication skills  
• Proven ability to collaborate as well as work independently  
• Effective organizational and interpersonal skills  
• Strong attention to detail.

**Marital Status:** Married

**Maiden name:** Neha kathale

**First Name of Application CV No:** **505332**

Whatsapp Mobile: +971504753686

