

# Hari Vijayaraghavan

## Assistant Team Lead

An Assistant Team Lead with 5 years of experience in digital marketing, I excel in implementing successful email campaigns and designing responsive email templates. I am now looking to leverage my skills and transition into **Frontend React.js development**, where I can apply my creativity and expertise to create engaging user interfaces and innovative solutions.

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my-portfolio-hari.vercel.app/

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## WORK EXPERIENCE

### Assistant Team Leader

Datacapten Technologies Pvt. Ltd

10/2018 - 01/2024

Chennai

*Email campaign experience in Digital marketing*

- Designed and developed responsive email templates using tools like Mailchimp creative builder and Litmus, resulting in a 30% increase in click-through rates.
- Conducted A/B tests on email campaigns using in-house mail app tool to optimize performance, leading to a 25% increase in conversion rates.
- Analyzed campaign performance metrics using tools like Google Analytics and provided insights for continuous improvement.
- Managed email marketing campaigns from concept to execution, ensuring timely delivery and alignment with marketing objectives.
- Led a team of email marketing specialists, providing guidance and support to ensure the successful execution of campaigns.

## FRONTEND EXPERIENCE

### Learning and Hands-on

*Frontend React.js*

- Developed a solid understanding of React.js fundamentals, including component creation, JSX, props, state management, hooks and event handling.
- Acquired proficiency in creating and styling web content using HTML5, CSS3, Styled Components and Tailwind CSS, along with implementing interactive features using modern JavaScript (ES6+).
- Explored advanced state management concepts with Redux, including actions, reducers, and the Redux Toolkit for efficient development workflows.
- Skilled in building reusable components using render props, higher-order components, and compound components.
- Utilized Git for version control and various development tools like Vite, Create React App, and VSCode to streamline the development process.
- Familiarity with npm for package management and Babel/Webpack for optimizing and bundling JavaScript code.
- Strong understanding in Responsive web design.

## EDUCATION

### B.E Computer Science & Engineering

Meenakshi College of Engineering

07/2014 - 04/2018

6.4 CGPA

## TECHNICAL & SOFT SKILLS

HTML5

CSS3

JavaScript

Tailwind CSS

React Js

Redux

Responsive Design

Npm & webpack

Vite

Create-react-app

VS Code

Git

Github

problem-solving

Excellent communication

Team work

## PERSONAL PROJECTS

### Hotel Management Website

- Designed for hotel employees to efficiently manage cabins, bookings, and guests.
- Built with:** React, React Query, React Router, React Hook Form, React Hot Toast, Recharts, Styled Components, Vite & Supabase

### Travel Tracking Website

- Helps you visually document your adventures. You can add cities to your list and view them on a world map, along with detailed information about each city.
- Built with:** React, React Router, React DatePicker, React Leaflet, React Error Boundary, React Icons, BigDataCloud City API & Vite.

### Pizza Ordering Website

- Designed for users to easily order pizzas without the need for user accounts or login functionality
- Built with:** React, React Hooks, React Router, Redux, Tailwind CSS & Vite.

### Movie Search Website

- Users can search for movies, view details, give ratings and add them to their watchlist.
- Built with:** React, React Hooks, Local Storage, OMDB API & Create-React-App

For more information check out my Portfolio & Github

## CERTIFICATIONS

### Responsive Web Design - FreeCodeCamp

*HTML & CSS*

### Front End Development Libraries - FreeCodeCamp

*Bootstrap, jQuery, SASS, React & Redux*

### The Ultimate React Course 2024 - React, Redux - Udemy

*React, React Router, Redux, Redux Toolkit, React Query, React Hook Form, Styled Components, Tailwind CSS*

## LANGUAGES

English

*Professional Working Proficiency*

Tamil

*Native or Bilingual Proficiency*