

# Arya Singh

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## Summary

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- Having 2.4 years of experience in **Software Development** and **Adobe Campaign Classic**.
- Hands on experience in ReactJs, JavaScript, HTML and Css, Core Java, Spring Boot .
- Working experience in MySQL and Docker.
- In **Software Development** my responsibilities have included to create the user interface of web applications using the ReactJS according to use cases.
- Designed layouts, components, views and applied CSS styles to React components, either through traditional CSS, CSS-in-JS libraries, or CSS preprocessors like SASS.
- Implemented state management using React's built-in state and props mechanisms.
- Set up routing using libraries like React Router to enable navigation within a single-page application.
- Connected the frontend to backend services and APIs by making HTTP requests using Fetch API. Handle data fetching and updating, and ensure proper error handling.
- Also, good experience on **Adobe Campaign Classic v7**, where I have designed workflows, reports, dashboard and integrated Channels like Email, SMS, and WhatsApp, created templates, conducting testing, overseeing deliveries, and generating reports to optimize campaign performance.
- Excellent interpersonal, communication and organizational skills.
- Self-motivated, hardworking, responsive and dedicated on work.

## Experience

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**AutoSense Pvt Ltd | Bangalore, Karnataka**

**Software Engineer | 01/2021 - 04/2023**

### 1. Projects Executed

- **Project:** Campaign Monitor and Optimization
- **Role:** Development
- **Period:** Jan, 2021 to Nov, 2022
- **Tools used:** Visual Studio Code, MySQL workbench and Postman
- **Technology:** JavaScript, HTML, CSS, ReactJs, MySQL, Docker.
- **Description:** CMO allows a brand manager to create campaign request and send it across to the service provider. The application allows the brand manager to monitor the status of each campaign at various level.

### 2. Projects Executed

- **Project:** Aditya Birla Capital
- **Role:** Development
- **Period:** Nov, 2022 to April, 2023
- **Tools used:** Adobe Campaign Classic, MySQL workbench, Postman and Visual Studio Code
- **Technology:** JavaScript, HTML, CSS, XML, SQL, Routing, SFTP.
- **Description:** Main purpose of ABC project is to sell the product of Life insurance, Health insurance and Mutual funds to customers. And we can also do cross-sell of product to get internally profits using Delivery Dynamic Campaigns—through Email, SMS, WhatsApp.

### 3. Projects Executed

- **Project:** HDFC Security
- **Role:** Campaign Developer
- **Period:** Nov, 2022 to April, 2023
- **Tools used:** Adobe Campaign Classic and Postman
- **Technology:** Core Java, JavaScript, HTML, XML, CSS, SQL.
- **Description:** HDFC Securities Limited is a financial services intermediary and a subsidiary of HDFC Bank in India offering insurance Coverage for motor, health, travel, home data to create, coordinate, and deliver dynamic Campaigns.

## Skills

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ReactJS, HTML,CSS,JavaScript,MySQL,Docker,APIs,Core Java,ACC

**Education**

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Christ (Deemed To Be University) | Bangalore, Kamataka  
MCA | 06/2021

**Languages**

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English, Hindi