

Kusum Pareek

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PROFILE

Resourceful software developer with hands-on experience in backend development, API integration, and data-driven solutions. Successfully built scalable email utilities, developed 15+ dynamic templates, and reduced email delivery latency by 25% using optimized APIs. Automated campaign tracking and data analytics, enhancing operational efficiency and customer engagement insights. Resolved 200+ technical issues, achieving a 95% resolution rate and reducing user downtime by 40% at NielsenIQ. Committed to addressing pain points in your organization through innovative development, optimized data flow, and efficient backend system designs.

PROFESSIONAL EXPERIENCE

Software Intern

CuteCode Street Style Store LLP

09/2024 – 01/2025

Delhi, India

- Built backend email utility, improving **error handling** and **logging efficiency**.
- Developed **15+** dynamic email templates, enabling **A/B testing** and **personalization**.
- Drove **API integrations**, reducing email delivery latency by **25%**.
- **Automated** suppression list tracking, increasing compliance by **40%**.
- Extracted and transformed campaign data, streamlining analytics by **30%**.

Intern EIT-Technical Engineer

NielsenIQ Pvt. Ltd.

01/2023 – 05/2023

Pune, Maharashtra,
India

- Resolved **200+** issues, achieving **95%** resolution rate.
- Reduced user downtime by **40%** through swift diagnostics.
- Handled **150+** tickets monthly, maintaining **4.8/5** satisfaction.
- Collaborated to resolve **90%** of complex issues in **24 hours**.
- Closed over **100** tickets, consistently meeting SLAs.
- Earned **15+** commendations for prompt, effective tech support.

EDUCATION

Master of Computer Applications

Dr. D. Y. Patil Institute of Management & Research
9.36 GPA

11/2021 – 09/2023

Pune, Maharashtra

Bachelor of Computer Applications

Lachoo Memorial College of Science & Technology
90.29% (Gold Medalist)

07/2018 – 09/2021

Jodhpur, Rajasthan

HSC

Central Academy School
81.4%

04/2017 – 03/2018

Jodhpur, Rajasthan

SSC

Central Academy School
10 CGPA

04/2014 – 03/2015

Jodhpur, Rajasthan

PROJECTS

ShopBazaar 🔗

E-Commerce Web Application

01/2024 – 03/2024

- Enabled seamless product browsing with advanced search and sorting.
- Secured transactions with JWT and integrated payment gateway.
- Streamlined admin tasks via dashboard for category/product management.
- Developed a responsive platform using MERN stack technologies.

- Unveiled customer insights through purchasing behavior analysis.
- Orchestrated admin system for efficient record management.
- Crafted advanced data visualization and user administration features.
- Built with HTML, Bootstrap, CSS, MySQL, Python, Flask.

SKILLS

Frontend — HTML, CSS, Bootstrap, Javascript, ReactJS | **Backend** — Node.js, Express.js, Python, Java |
Database — MySQL, MongoDB, SQLite, Firebase | **Tools** — VS code, Eclipse, PyCharm, Git, Github

CERTIFICATES

J.P. Morgan Software Engineering Virtual Experience on Forage [🔗](#)

Google

- Introduction to Generative AI [🔗](#)
- Introduction to Large Language Models [🔗](#)
- Introduction to Responsible AI [🔗](#)
- Generative AI Fundamentals [🔗](#)

Free Code Camp

- Responsive Web Design [🔗](#)
- Javascript Algorithms & Data Structures [🔗](#)
- Front End Development Libraries [🔗](#)
- Back End Development & APIs [🔗](#)

Hackerrank [🔗](#)

- 5 star Python
- 4 star SQL