

OBJECTIVE

Experienced in client handling, problem-solving, and test management. Strong ability to adapt to change and passion for continuous learning and contributing to organizational goals. Proficient in utilizing SEO tools such as Google Search Console, Google Analytics, Ahrefs, SEMrush, and Ubersuggest. Expertise in various SEO techniques including On-Page SEO, Off-Page SEO, Technical SEO, Keyword Research, and Competitor Analysis. Foundational understanding of digital marketing encompassing Content Marketing, Social Media Marketing, and PPC campaigns. Skilled in content optimization through Meta Title & Description Writing, Header Tag Optimization, and Image SEO. Proficient in technical skills including HTML Basics, Website Auditing, Robots.txt, XML Sitemap, and Canonical Tags. Strong soft skills include analytical ability, attention to detail, teamwork, and effective communication.

EDUCATION

Bachelor of engineering, Computer Science
Smt. Kashibai Navale College of Engineering Pune

WORK EXPERIENCE

Web Development and Design intern, Oasis

- Strong foundation in front-end web development and UI/UX design
- Proficient in HTML, CSS, JavaScript, and responsive frameworks like React.js
- Experienced in designing user-friendly, accessible, and visually appealing web interfaces
- Skilled in using tools like Figma for layout and design planning
- Passionate about building interactive websites with a mobile-first approach
- Focused on optimizing website performance and enhancing overall user experience

Software Quality Assurance Engineer

- Automated the Regression Test Scope of APIs using Postman features.
- Multiple test execution by using Postman Collection runner and Newman CLI.
- Test validation using Test Scripts and Pre-Request Script written using Postman's Javascript based PM Library.
- Report generation using Newman CLI clubbed with html and htmlextra.
- Scheduling the collection runs by creating Jenkins windows jobs using Newman Commands.
- For automation, test Case writing using Behavioral Data Driven for Rest APIs validation predominantly worked with Using Postman for automating API Validations.
- Created a data driven framework using excel and csv files to test APIs where a fixed set of data is passed.
- Created BDD Cucumber F/W to automate Business flow API

EXTRA CURRICULAR ACTIVITIES

YouTube Channel Creator – Fashion & Lifestyle Niche

Successfully run a YouTube channel in the clothing and fashion space with over 1.25 Lakh subscribers. Expertise in YouTube SEO: Optimizing titles, descriptions, tags, and thumbnails to increase visibility and engagement. Proficient in video editing and creating visually appealing content tailored to fashion trends. Skilled in content writing for video scripts, captions, and community posts to drive audience interaction. Practical knowledge of Google Paid Ads (Google Ads) to promote content and increase viewership. Experience in analyzing channel performance through YouTube Analytics and adjusting strategy based on insights.

SKILLS

On-Page SEO	YouTube SEO
SEO Tools	Google Ads
Functional Testing	Bug Tracking
HTML	CSS
JavaScript	Digital Marketing
Content optimization	

DISCLAIMER

I hear by declare that the data furnished above by me are true to the best of my knowledge.