PRATHAM SAPRA

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Skills

- Python | MySQL | HTML | CSS | JavaScript | Wordpress | Wix
- Azure | AWS | Cloud Computing
- Adobe Photoshop | MS Word | MS Excel | MS PowerPoint | Canva | Power BI | Google Ads | Meta Ads | LinkedIn Ads

Experience

Web Developer & Marketing Executive [**Vizcom Solutions**](#) *Mumbai, India* **06/2022 - 12/2023**

- Managed client relationships, achieving a 99% satisfaction rate and driving repeat business opportunities.
- Delivered persuasive presentations on digital strategies, increasing client engagement by 30%.
- Developed data-driven sales strategies that led to a 20% increase in online sales revenue.
- Orchestrated targeted social media campaigns, increasing brand visibility by 25%.
- Optimized email marketing campaigns, improving open rates by 15%.
- Contributed to maintaining a 90% brand consistency score across digital platforms.

Web Designer & Marketing Executive Intern [**SK Edu Services**](#) *Mumbai, India* **04/2021 - 08/2021**

- Implemented SEO strategies, enhancing online visibility and search rankings by 30%.
- Collaborated on visually captivating marketing materials, ensuring brand consistency.
- Contributed to user-friendly website design, increasing site traffic by 25%.
- Utilized Google Analytics and SEMrush to optimize digital marketing efforts.
- Enhanced email marketing effectiveness through strategic segmentation.
- Supported creative teams in producing engaging content for digital campaigns.

Education

Cloud Architecture & Administration	[**Seneca Polytechnic**](#)	*Markham, CA*	**01/2024 - 12/2024**
Bachelors of Science in Information Technology	[**Narsee Monjee College**](#)	*Mumbai, India*	**2020 - 2023**
AI-900: Microsoft Azure AI Fundamentals			**921/1000**

Projects

Azure Infrastructure Deployment Utilizing Active Directory Domain Services [Watch Project Video](#)

- Implemented **Azure Bastion, Azure Virtual Machines,** and **Azure Virtual Networks** to construct a secure domain controller and segregated virtual networks.
- Designed a secure and scalable architecture for hosting a domain, web server, and client within Azure, enhancing network security and efficiency.
- Added value by enhancing network security and efficiency through isolated components within respective virtual networks, demonstrating seamless website access using Fully Qualified Domain Names (FQDNs) across network boundaries.

Azure Load Balancing and Private DNS Integration [Watch Project Video](#)

- Designed and deployed an internal load balancer using **Azure Bastion**, **Azure Virtual Machines**, **Azure Virtual Networks, Azure Load Balancer,** and **Private DNS.**
- Implemented load balancing for web servers across multiple virtual networks, significantly improving website performance and availability.
- Optimized website performance and availability by distributing traffic among web servers, showcasing robust network management capabilities.

AWS Auto Scaling Application [Watch Project Video](#)

- Implemented **AWS Auto Scaling** with **EC2 Auto Scaling** to dynamically manage instance capacity based on workload demands.
- Deployed **Amazon Linux 2023** instances (t2.micro) within a new **VPC**, demonstrating proficiency in AWS infrastructure setup.
- Configured web servers on EC2 instances using **SSH**, displaying personalized messages on index pages for improved user experience.
- Established **Auto Scaling policies** and utilized an **Application Load Balancer (ALB)** for optimized traffic distribution and enhanced scalability.

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AWS Load Balancing Configuration [Watch Project Video](#)
- Provisioned **EC2 instances** with **Microsoft IIS** web servers, setting up a robust web hosting environment.
- Installed and configured **IIS web server** roles on EC2 instances to serve web content efficiently.
- Configured an **Amazon Elastic Load Balancer (ELB)** to evenly distribute incoming traffic among web servers, optimizing resource utilization.
- Conducted thorough testing of load balancing functionality to ensure reliable traffic distribution and high availability of web applications.

AWS Configuration Management Automation Utilizing Ansible [Watch Project Video](#)
- Designed and implemented an Ansible playbook for deploying a static website on **Ubuntu** and **Amazon Linux EC2** instances within AWS cloud environments.
- Demonstrated proficiency in configuration management with **Ansible**, utilizing a modularized approach compatible with Debian and RPM-based Linux distributions.
- Leveraged dynamic inventory in AWS to manage and maintain **EC2** instances across multiple availability zones, ensuring resilience in cloud environments.
- Utilized **Cloud9** as an Ansible control node to orchestrate and automate deployment tasks, optimizing efficiency and scalability of web server installations.

Interests

- **Marketing & Communication:** I possess a strong affinity for marketing strategies and enjoy engaging with people to build relationships and promote ideas effectively.
- **Travel & Photography:** Exploring new destinations and capturing moments through photography is a source of inspiration and creativity for me. I appreciate the diverse cultures and landscapes our world has to offer.
- **Travel & Photography:** Exploring new destinations and capturing moments through photography is a source of inspiration and cultural appreciation for me.
- **Technology Integration:** I stay informed about the latest technological advancements and enjoy integrating innovative tools into my personal and professional life to enhance productivity and efficiency.