**PRITI YADAV**  
Frontend Web Developer

Mumbai | Phone: +91 8356828413 | Email: [pritiydv27@gmail.com](mailto:pritiydv27@gmail.com)

**SUMMARY**

Experienced Web Developer with 5 years of expertise specializing in frontend development and content management systems. Proven ability to create responsive, user-friendly web interfaces, optimize site performance, and enhance user engagement. Led digital transformation initiatives using **Adobe Experience Manager (AEM)** and improved SEO strategies, driving significant increases in organic traffic and client satisfaction. Adept at collaborating with cross-functional teams to deliver high-impact, results-driven web solutions.

**PROFESSIONAL EXPERIENCE**

**Web Developer (AEM) | Trigent Software Pvt Ltd [Accenture Contractor]**  
**July 2021 – Present | Mumbai**

* Led digital transformation initiatives, optimizing IT environments and improving client satisfaction by 25%.
* Managed content creation and digital asset management using the **AEM** platform, streamlining workflows and increasing efficiency by 20%.
* Developed and optimized SEO strategies, resulting in a 30% increase in organic traffic.
* Published and scheduled content across web pages and digital channels, ensuring accuracy and timely delivery.
* Designed and developed responsive **HTML5** banners using **Google Web Designer**, improving mobile engagement by 25% and click-through rates by 20%.

**Frontend Developer | Digital Solution Media**  
**Sept 2019 – June 2021 | Mumbai**

* Developed and maintained user-friendly web pages, reducing site load times by 20%.
* Collaborated closely with UI/UX designers to translate wireframes into visually appealing, functional web interfaces, improving user satisfaction scores by 15%.
* Ensured compliance with usability and accessibility standards, reducing bug reports by 30%.
* Implemented responsive design principles, resulting in a 10% increase in user engagement across devices.

**PROJECTS**

**Asma Global Trading Website**

* Website: [asmaglobaltrading.com](http://asmaglobaltrading.com)
* Led the development and launch of the website, resulting in a 40% increase in site traffic.
* Implemented SEO strategies that boosted search engine rankings by 15%, driving more organic traffic.

**Medical Project | Trigent Software Pvt Ltd**

* Contributed to a complex medical project, receiving over 15 appreciation emails from clients and management for exceptional performance.
* Delivered high-quality, detail-oriented results under tight deadlines, significantly enhancing project outcomes.

**EDUCATION**

**Master of Information Technology | KES' Shroff College**  
2021 – 2023 | Mumbai

**Bachelor of Information Technology | KES' Shroff College**  
2016 – 2019 | Mumbai

**SKILLS**

**Frontend Technologies**: JavaScript, HTML, CSS, SASS, SCSS, jQuery, Bootstrap  
**Frameworks/Libraries**: React, Angular  
**Web Design**: Responsive Web Design, UI/UX Design, Google Web Designer, Adobe Photoshop  
**Content Management**: Adobe Experience Manager (AEM), Digital Asset Management  
**SEO & Optimization**: SEO Strategies, Performance Optimization, Web Performance  
**Tools**: Git, Jira, Figma, Adobe Creative Suite  
**Debugging**: Cross-browser Compatibility, Browser Developer Tools  
**Core Skills**: Problem Solving, Attention to Detail, Responsive Web Design

**LANGUAGES**

* English: Proficient
* Hindi: Native

**ACHIEVEMENTS**

* Received personal appreciation from **Asma Global Trading** for outstanding website contributions.
* Achieved a 30% increase in organic traffic through effective SEO strategies.
* Successfully implemented responsive and interactive web banners, increasing mobile engagement by 25%.
* Recognized by clients and management with over 15 appreciation emails for exemplary performance on a high-stakes medical project.

**HOBBIES**

* Reading
* Writing