

Purnima Naik

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EDUCATION

Availability: January 2017 (Location Flexible)

Northeastern University, College of Engineering, Boston MA

Sep 2015- May 2017

Candidate for Master of Science in Information Systems

Relevant Courses: Application Engineering & Development, Web Development Tools & Methods, Web Design & User Experience, Data Management & Database Design

Mumbai University, Mumbai, India

Aug 2014

Bachelor of Information Technology

Relevant Courses: Analysis of Algorithms & Design, Object Oriented Software Engineering, Data Structures & Files

TECHNICAL SKILLS

Programming Languages	:	JAVA, JavaScript, PHP, Objective C, JSON, XML, AJAX, HTML5, CSS3, SQL, R, Python
Frameworks & Technologies	:	Bootstrap, jQuery, Angular JS, AJAX, Spring MVC, Hibernate, Maven, Swing, REST APIs
Tools/IDE	:	Eclipse, NetBeans, Xcode, Spring Tool Suite, Toad Data Modeler, Power BI
Databases	:	MySQL, SQL Server, PostgreSQL, Oracle 12c, NoSQL (MongoDB)
SEO Tools	:	Google Analytics, Google Search Console

PROFESSIONAL EXPERIENCE

SMG Convonix, Mumbai, India

(India's leading digital marketing firm)

Digital Marketing Analyst, SEO

Oct 2014 – Aug 2015

- Identified trends to provide quantitative business building propositions that improved rankings, leads & conversions.
- Monitored & analyzed keywords, on page elements, backlinks and on-site content.
- Achieved 53% improvement in ranking of 70% of keywords for an income tax e-filing business within 2 weeks.
- Improved site rankings of a commercial blog that was hit by Google's Phantom algorithm update and achieved 45% increase in clicks post administration of reactive steps.

PROJECTS

Freshman Guide (HTML5, CSS3, jQuery, Javascript, Bootstrap, Angular JS, AJAX, PHP, Canvas JS)

- Created a website that provided bank & mobile plan information to the new students of Northeastern University.
- Developed functionalities such as real time profile simulation, bank recommending calculator, pagination, graphs, animations and email signup.

E-Commerce Cars Website (Spring MVC, Hibernate, HTML5, CSS3, Bootstrap, Javascript, XML)

- Developed an e-commerce application that lets users browse the car database, add to cart & checkout.
- Admin BI dashboard features sales by brand, best-selling cars and recently sold cars.
- Implemented spring web flow to secure the checkout process starting from 'add to cart'.
- Integrated cookies and hidden form field to track user clicks and show customized content.

High School Database Management & BI (SQL, MySQL, SQLServer, Excel, Toad Data Modeler, PowerBI)

- Designed entity-relationship and dimensional models for a high school database with respect to various use cases such as attendance, discipline, academic performance etc.
- Cleaned and normalized the database to optimize the querying capability.
- Developed data cubes and data visualizations for student, parent, teacher and administrator roles.
- Formulated SQL queries for the dashboard with respect to the aforementioned roles.

Enterprise Management Application (JAVA, Swing, MySQL)

- Designed & developed a JAVA application for companies that manufacture chemically synthesized products, featuring functionalities for 7 different use cases- admin (business head), raw material supplier, factory admin, chemist, factory worker, customer and delivery agent.
- Using singleton pattern, implemented the concept of user logins, work requests (e.g. customer's request to admin for new batch of chemicals) and work queues (e.g. factory admin's request to factory worker, comprising all customer requests) to manage the demand and supply of raw materials and finished products.
- Simulated the working of sensors in order to record temperature and display alerts to factory admin if the temperature crosses the preset threshold.