

SHILPA S. BADIGER**Email:**

Shilpabadiger838@gmail.com

Personal Information:

Date of Birth : 05\08\1990

Gender : Female

Nationality : Indian

Marital Status : Single

Contact No: 8660563718

Languages known : English,
Hindi, Kannada.

Objective:

- To utilize my education, capabilities, with a self-motivated and positive approach within an organization that will help my professional and personal skills.
- To take a position as a frontend developer.

Skill Summary:

- Building beautiful web interfaces using **HTML5, CSS3, Bootstrap3/4, JavaScript (JS) and Photoshop.**
- Building beautiful email templates using **HTML5, CSS3 and Mapp Engage, Mapp Empower**
- We are developing Both dynamic and static **CMS Blocks** email templates
- Well experienced in designing and developing **website** and **email templates** from scratch to end.
- Responsible for developing user interface design/development, & implementation.
- Very comfortable and passionate about adopting ideas and bringing them to life through technology.

Skill Set for Website and Email development:

- Web Skills : CSS3, HTML5, Email CMS blocks ,
- Development & Work Flow Tools : WAMP & XAMP, Sublime Text3, Brackets , Dreamweaver 2022, Visual studio
- CSS Framework : Bootstrap 3 and 4
- Web/App Server : Apache Tomcat, Wamp Server.
- Creative Design Skill : Adobe Photoshop 2022, , illustrator 2022, Adobe Xd, Figma tool, Zepline tool
- Operating System : Windows 8 and 10
- Testing Platform : Filezilla, WinSCP, Mapp Engage, Mapp Empower, Your membership(YM) tool.
- Rendering Platform : Emil On Acid(eoa), litmus.

Achievements:

- I got **Best student of the year** award in **BCA.**
- I got **second place** in painting and coding in **MCA** inter-colleges event.

Academic Records:**Master Degree:**

- College : MCA, KLE Dr. M. S. Sheshgiri College Of Engineering and Technology, Udyambag, Belgaum-590008.
- Year of Passing : 2015
- University : VTU
- Percentage : 68.236%

Bachelor Degree:

- College : BCA, Angadi Institute Of Management Studies, Belgaum
- Year Of Passing : 2012
- University : Karnataka University, Dharwad.
- Percentage : 74.46%

MCA 6th Semester Project Details:

- Title : "Ayure Formula & Products Development".
- Duration : 6 Month
- Tools : PHP, HTML, CSS, Java Script (Front end), MySQL 5.5.8(Back end).

Brief – Description:

Ayurvedic medicine manufacturing and packaging is an intricate business Process which involves the management of nearly 600 raw materials and packaging materials, and more than 400 finished goods and consumables. It would be literally impossible to keep a track of this business within the framework of the conventional manual system.

The application will try to include all the process right from the time of raw material purchase, Stores, Production/ Manufacturing, Quality Control, Sales.

Experience with projects details:

I. Kenscio Digital Marketing Private Limited- Bengaluru – (Email Developer / Web Developer) (11th March 2020 - Present)

Hello, myself Shilpa S. Badiger, right now I am working as web Developer/Email developer from **11th March 2020 to Present**. Now I am searching for same designation with better salary. I have capability to build innovative, responsive and beautiful websites and Email templates start from scratch to end using CSS3, HTML5, Bootstrap 3/4, Adobe Photoshop, Figma tool, Mapp engage, Mapp Empower, YM tool and Email on acid

Website details:

1. https://mscsoftware-events.com/ESPRIT_TRAINING_PROGRAM-LP/
2. https://mscsoftware-events.com/aero-acoustic_simulation_using_actran/
3. <https://mscsoftware-events.com/adams-virtual-training-lp/>
4. <https://mscsoftware-events.com/acoustic-simulation/>
5. <https://mscsoftware-events.com/acoustics-simulation-of-exhaust-lp/>
6. https://mscsoftware-events.com/ai_ml_Web_lp/
7. https://mscsoftware-events.com/Design_sensitivity_and_optimization/
8. <https://mscsoftware-events.com/edgcam-public-training-program/>
9. https://mscsoftware-events.com/efficent_metal_stampings/
10. <https://mscsoftware-events.com/forming-technologies/>
11. https://mscsoftware-events.com/material_sheet_metal_stampings/
12. <https://mscsoftware-events.com/msc-nastran-training-lp/>
13. https://mscsoftware-events.com/msc_public_training/

Email template details:

1. **Dynamic and Static CMS blocks:** (Foreign Clients are: - Ford, PepsiCo, Sensilab, Absolute Vegan Empire, Skousen, Francesca's, Ozone BG, Southern Anesthesia & Surgical etc...)

We are developing Both **dynamic** and **static** CMS Blocks for above mentioned clients. For testing emails, we are using Mapp Engage platform. By using eoa device we are checking rendering for all the devices. (eg: outlook, Gmail, yahoo, Hotmail, desktop device and all the mobile devices like iPhone, iPad, android Gmail app, iPhone outlook etc.) For the rendering we are checking around more than 80 devices.

2. **Text Base Email Templates:** (Clients are: - Cleartrip, Apollo, ICICI, HDFC Life, Big Bazaar, Rummy Circle, Swiggy, Sony LIV, msc software, Association for Coaching, Inkspell, Onsitego, Zyla, Mafatlal, Vinculum, easyday, HarperCollins, ZEE-5, FITTER, Food Hall, Outpost, IBC, Slintel, etc..)

We are developing static text base email templates for above mentioned clients. And for this we are following some standard set of rules:

1. Mailer width should be standard size from 600px to 1000px (it is depending on clients).
2. We are using less than 200kb size images, due to Mapp will take more than 200kb images. And more over more than 200kb images are getting loading issue.
3. Alt & Title tag for images (Always use valid alt & title)
4. we are following some standard mso code for outlook support
5. For loading mailers, we are avoiding junk lengthy code.
6. Code Validation by using (<http://validator.w3.org/>)
7. ASCII Check
8. Preheader Check (pre header section code should match)
9. Basic HTML tags (<html, <head, <title and <body)
10. HTML preview check from given requirement
11. Content check
12. Check for the double space
13. Mailer properties (font-color, font-weight, text-decoration, alignment, text-color, background color, line-height)
14. Links check Error checks for Links ("http:// ", "http:/ ", "http: ", "http " and " http")
15. Make sure that none of the links are ending with periods (".")
16. mail to address check (@)
17. Email Size (should be less than 120kb)
18. Testing Platform – Mapp Engage

3. **Image Base Email Templates:** (Clients are: - Spartanpoker, Inkspell, All, Blitzpoker kingdom-Of-White, Realbooks, My11circle, Medanta, MX GOLD, Sorrentina, Deltin, BIE, Slintel, IGX, IBC etc..)

We are developing static image base email templates for above mentioned clients. And for this we are following some standard set of rules:

1. Mailer width should be standard size from 600px to 1000px (it is depending on clients).
2. We are using less than 200kb size images, due to Mapp will take more than 200kb images. And more over more than 200kb images are getting loading issue.
3. Gif kind of mailers or some stylish attractive fonts used mailers we will prefer to use images base email method. Because those fonts are not supporting all the Experiment Segment Pallet Simulator (ESPS)
4. So, for the image base mailers we are slicing entire mailer with small pieces of images.
5. Alt & Title tag for respective images (Always use valid alt & title) and rest of things followed same as text base email method only.

4. **Dynamic Email Templates:** (Clients are: - CAMSRep, Zyla, Cleartrip, Apollo, medant etc..)

We are developing Dynamic text base email templates for above mentioned clients. And for this we are following some standard set of rules:

1. Dynamic text base emails templates by using **personalization attribute (used attributes should be added in Mapp engage platform)**, form with data capturing, forms input value with respective **personalization attribute code**.
2. Form Tag and action method link with respective desktop and mobile devices.
 - Mobile version devices we are using the method = "GET"
 - Desktop version devices we are using the method = "POST"
3. While testing add the custom input values based on the respective **personalization attribute**

II. Srishti India - Bengaluru, Karnataka – (Web Designer/Frontend developer)
(13t March 2018 – 29th November 2019)

Websites Detail:

1. Vazron Industries Pvt. Ltd. (www.vazron.com/)

Vazron ensures the next generation Tipper & Tip-Trailer technology and is growing fast as the leading Tippers, Tip-Trailers, Flat bed Trailers, Box Trailers etc.

2. VBL Innovations (www.vblinnovations.com/)

VBL Innovations is a pioneer in customizing, manufacturing and meeting the watch strap requirements of watch companies in india and across the globe

3. Icchaa Fertility Solution (webmock.in/icchaa/)

We are proud to introduce ICCHAA Fertility Solutions & Dianostics clinic - with a world class and state-of-the-art infrastructure complemented with a team of highly qualified & experienced specialists.

4. Sienna Ecad (www.siennaecad.com/)

National Level PCB Design contest" as part of Electronica 2018 Exhibition. Category: Designing high speed constrained pcb, using CAD tools, cadence, altium etc.

5. Srishti Films (www.srishtifilms.com/)

Explainer Videos, Corporate **Films**, 3D Modelling, Documentaries, Promotional Videos, TV Commercials, Safety & Training Videos, Product Videos, Social Media Videos.

6. Maruthimeditech (www.maruthimeditech.com/)

We at Maruti meditech aim to offer the best medical gas pipeline system in Bangalore. Quality and reliability of the equipment along with the gas supply is our top priority.

7. M/s Herbartizan pvt Ltd. (www.herbartizan.com/)

we are proud to present ourselves as a company which is dedicated to producing world's finest quality botanical ingredients.

8. Bluechink Technology (www.bluechink.com/)

Bluechink's innovative "Elixira" platform" provides business value & delightful user experience and also has capability to scale using new technologies.

9. Bliss Aerospace Component Pvt Ltd (www.blissindia.co/)

Bliss Aerospace has grown over the years and currently present in these verticals, Manufacturing of aerospace grade fasteners and other smaller assemblies.

10. Veer O Metals Pvt Ltd. (www.veerometals.com/)

We are engaged in the manufacture of stamped parts, Precision sheet metal components fabrication parts, machined components, and mechanical assemblies.

III. Web Designer (Freelance) (September 2016 to February 2017).

Worked as freelance web designer in "Wipadika Innovations Private limited."

IV. Front End Developer (As intern during academics from Jan-2015 to July-2015).

Worked as an intern in "Beltech Software Services Private limited."

Declaration:

I do here by declare you that the information given above is true to the best of my knowledge.

Date: / / 2020

Place: Bangalore

SHILPA S. BADIGER