

# Rithanya Srinivasan | Software Development Engineer

<https://www.linkedin.com/in/rithanya/>

## PROFILE SUMMARY

Software Developer with 2 years of experience in platform development, creating responsive email campaigns and dynamic websites. Passionate about developing interactive, user-friendly features and leveraging innovative functionality to enhance user experience.

## TECHNICAL SKILLS

- Programming Languages: Java
- Front-End: HTML, CSS, JavaScript, React, Tailwind CSS
- Back-End (Basic): Node.js, Express.js
- Databases (Basic): MongoDB, MySQL
- Email Marketing Platforms: Salesforce Marketing Cloud, Oracle Responsys, Bluecore

## WORK EXPERIENCE

**Bounteous x Accolite** | Marketing Technology Analyst May 2023 – Present

- Developed and deployed responsive HTML emails across 20+ locales.
- Launched a post-purchase email series, driving a 40% increase in cross-sell purchases.
- Executed 25+ targeted email campaigns monthly, boosting revenue by 20%.

**Bounteous x Accolite** | Intern - Web Developer Jan 2023 – May 2023

- Built a high-performance travel site and e-commerce web app with React and Express.js.
- Enhanced user experience with advanced CSS techniques for better responsiveness.
- Boosted performance by 10% through strategic optimizations.

**Verzeo** | Intern - Web Developer Feb 2021 – Apr 2021

- Developed a dynamic and user-friendly clothing website.
- Led a team of 5 developers to successfully launch a clothing website.
- Recognized as the best-performing team for outstanding results.

## PROJECTS

**InOurKitchen - Recipe Blog** | [Link](#)

- Developed a full-featured MERN stack recipe blog.
- Powered by Vite for faster frontend performance.
- Used MongoDB Atlas as the cloud database.

**Qkart - ECommerce Application** | [Link](#)

- Built a scalable web store application using React and Express.js.
- Used RESTful APIs to manage products, orders, and user data efficiently.
- Designed a responsive UI with reusable components for consistent branding and experience.

**QTrip - Holiday Booking Application** | [Link](#)

- Built a responsive holiday booking site using HTML, CSS and JavaScript.
- Added smooth transitions and interactive features for better user experience.
- Designed for mobile and desktop with a focus on clean UI and usability.

## EDUCATION

Easwari Engineering College | B.E., Computer Science | Cumulative GPA: 9.36/10.00 | May 2023

## ACCOLADES

- Letter of Recommendation - Verzeo
- Web Development Training Certification - Internshala
- Salesforce Certified Marketing Cloud Email Specialist Certification - Salesforce
- Salesforce Certified Marketing Cloud Developer Certification - Salesforce