

# Pallavi Pallavi

[singhpallavi819.github.io](https://singhpallavi819.github.io) | [pallavisingh819@yahoo.com](mailto:pallavisingh819@yahoo.com) | +1 226-507-2098 | Waterloo, Canada

## Skills

- *Web Development:* HTML, CSS, JavaScript, Bootstrap
- *Tools:* VS Code IDE, Jira, Confluence, Google Analytics
- *Web design principles:* Responsive design, Accessibility Features (AODA, WCAG)
- *CMS:* WordPress, Veriday CMS Platform, Contentful
- *Certification:* Certified ScrumMaster®

## Experience

*Value Edge Employment Inc., Brampton, ON - Web Developer (Mar 2024 - Present)*

- Designed and developed the company website using HTML, CSS, and JavaScript
- Edited and published blogs with news and job posting updates on the website
- Ensured cross-browser compatibility and optimized performance through thorough testing
- Collaborated with the team to manage web postings, their external links, and backend integration using WordPress

*Investment Planning Counsel, Mississauga, ON - Web Developer/Coordinator (Aug 2022 - Feb 2024)*

- Built and/or maintained over 100 new client advisor websites using CSS, HTML, and Javascript and using existing Veriday CMS templates
- Published appealing text, graphics, and video content on client websites after editing drafts and samples aligning them with content guidelines
- Developed and implemented processes for iterative website testing and validation to ensure functionality, AODA, and WCAG compliance before release, including optimization of website imagery
- Collaborated with UI/UX designers to translate Figma designs into web pages, ensuring seamless user experiences and visually appealing designs
- Used Google Analytics to observe client website performance for different content and shared feedback to improve user engagement and website traffic
- Managed website hosting and maintenance tasks, including DNS management and SSL certificates
- Provided client support and interaction through the Jira ticketing system, addressing website user experience issues and content management requests

*Conestoga College, Waterloo, ON - Project Assistant (Sept 2021 - Apr 2022)*

- Led ticket management and resolution with specialists and management
- Assisted team members with project reports and presentations
- Performed administrative tasks like documentation, meeting scheduling

*Cognizant Technology Solutions, Hyderabad, India - Senior Process Executive (Nov 2017 - Jul 2020)*

- Handled project development for Google Sitelink ads projects for clients
- Analyzed, evaluated, and tested new or modified systems to verify data according to business requirements while confirming quality standards
- Conducted quality assurance reviews on process deliverables and existing features for completeness and correctness

## Education

- *PG Certificate In Software Quality Assurance and Test Engineering, April 2022*  
Conestoga College Institute of Technology And Advanced Learning - Waterloo, ON
- *PG Certificate In Computer Applications Development, April 2021*  
Conestoga College Institute of Technology And Advanced Learning - Waterloo, ON
- *Bachelors In Electronics & Communications Engineering, May 2017*  
Indraprastha University, Panipat, India