

Pallavi Pallavi

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Skills

- Web Development: HTML, CSS, JavaScript, Bootstrap
- Tools: VS Code IDE, JIRA, Trello, Slack, Asana, Confluence, Microsoft Teams
- Communication & Leadership: Team Management, Client Presentations, Documentation
- Digital Marketing: SEO, Web Analytics, Email Marketing, Content Strategy

Experience

Value Edge Employment Inc., Brampton, ON - Web Coordinator (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
- Conducted quality checks and refined website content to maintain accuracy and high standards
- Led digital marketing efforts, including SEO optimization and content strategy, resulting in a 22% increase in website traffic
- Collaborated with the team to manage web postings, external links, and backend integration

Investment Planning Counsel, Mississauga, ON - Digital Marketing 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
- Developed and executed email marketing campaigns, including sending monthly email newsletters to clients, resulting in improved client engagement
- Proofread and edited website content, ensuring high-quality and error-free publications
- Implemented quality assurance processes to maintain high standards for web content and tool functionality
- Utilized segmentation strategies to tailor email campaigns for different client segments and demographics, enhancing relevance and engagement
- 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

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
- Utilized Asana for project tracking and task management, ensuring efficient workflow and timely completion of tasks.
- Performed administrative tasks such as 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
- Implemented SEO integrations to enhance clients' digital marketing strategies and search engine visibility
- 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

Work Samples

Value Edge Employment Inc ([VEEINC](#))

- Design and development of the company website, focusing on modern web standards and user-centric design.
- Established quality assurance processes to ensure the website's functionality and content accuracy remained top notch

Investment Planning Counsel ([Visionvest](#) / [WestendWealth](#))

- Developed the website with a focus on a clean, responsive design that represents the client's brand and services
- Created the Our Team page to showcase key personnel, including interactive elements to enhance user engagement
- Designed the testimonial section to highlight client feedback, incorporating a visually appealing layout

Personal Portfolio Website ([Portfolio](#))

- Deployed a personal portfolio website on GitHub Pages