# Charu Verma

me@charuv.com | [Website](#) | [LinkedIn](#) | [GitHub](#) | 347-574-0167

## Summary

---

Over seven years of experience in Web Application Development with a passion for researching best practices in user experience.

## Professional Experience

---

**Smart Ad Server, New York**
Technical Support Engineer                                                          Oct 15 - April 18

- Designed, Developed and Customized Video and Display Ad-Format Templates in Javascript for various clients that evidently improved Smart customer satisfaction and brand loyalty.
- Developed variety of ajax powered Web Apps utilizing smart API that helped speed up the process of data storage and day-to-day support functions both for clients and Smart employees.
- Helped sales team during pre-sales process by creating custom Ad templates and Ad prototypes that helped get premium clients onboard with smart.
- Provided intensive system training to new customers that helped reduce the number of support emails drastically.
- Provided technical support for troubleshooting Ad related issues involving Supply side RTB and direct Ad serving.
  **Skills**: Javascript, CSS, HTML, JQuery, AngularJS, Database

**Freelance, New York**
Fullstack Web Developer                                                          June 14 - March 15

Full stack development and maintenance that covers Frontend-Backend, Responsive Design of Training Sparrow. A Corporate Human Resource training website.
**Skills:** Wordpress, Yii, CSS-HTML, Jquery, PHP, MYSQL, Photoshop, Illustrator

**Healthguru Inc, New York**
FrontEnd Developer                                                          March 11 - Feb 14

- Video/Widgets Syndication Platform: As a part of a team, developed various modules for this system, enabling Healthguru partners to have custom javascript widgets/Ad-like-units syndicated on their websites.
- Responsive Redesign of Healthguru.com: Worked extensively with another front-end developer to make healthguru User Interface compatible with all media types which resulted in a beautiful and practical version of the website.
- SEO Initiatives: Implemented SEO on the various aspects of flagship website that resulted in improving its visibility on the internet.
- Adops Ticketing System (solo project): Built Ad-request storage system which allowed Ad Ops team to store the entire information of Ad campaigns/impressions at a central location that helped speed up the ad-ops.
- Healthguru Dream Catcher (solo project): Built FB-wall like Employee social networking website. It allowed employees to present their ideas on a common platform and get ratings, points,

comments and likes from other co-workers based on which best ideas are scored, evaluated and selected for final implementation by the top management and the employee is rewarded.
**Skills:** Jquery, Mootools, HTML, CSS, PHP, Mysql, SASS, Javascript

**Fitango, New York**

Web Developer                                                                                       Sept 09 - Dec 10

As a full stack developer, worked on a social networking website based on a concept called Actionplans.
**Skills**: Jquery, PHP5, MySQLi, HTML, CSS, LAMP

**Knowledge Corporation, Dubai**

Web Developer                                                                                       Nov 07 - Sept 08

Involved in Front-End development and Technical Writing for MIS Development for Saudi Government. A system aimed to bring big corporations together on the web, to help globalize Saudi economy.
**Skills**: AJAX, HTML, CSS, IIS

**DigitalWeb, India**

Web Developer                                                                                       July 06 - Sep 07

Built various modules of an online shopping website in HTML, CSS, PHP, Javascript

## Skills
_____

- Advanced knowledge of working with distributed teams in Agile setup.
- Advanced knowledge of HTML, CSS, Javascript.
- Good experience of summarizing a complex system and putting it into a single beautiful illustration/infographic.
- Good experience of collaborating with multinational business and technical stakeholders.
- Good knowledge of PHP, MySQL, Zend FrameWork, Yii Framework,Version control - Git, Subversion.
- Beginner knowledge of Nodejs, ReactJs, AngularJs

## Education
_____

- Masters in Information Technology Management, British University Dubai (with scholarship)
- Bachelors of Computer Application, Punjab University, India