Charu Verma

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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
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- 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
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- Masters in Information Technology Management (with scholarship)
- Bachelors of Computer Application