Haritha Reddy Chaganti

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Experience Summary

- ✔ 2.4 years of software testing experience with Infosys.
- ✔ 1-year experience as an affiliate marketer with Appnotch, a start-up company
- ✔ 2 years experience in Email marketing
- ✔ Software developer of a module–using PHP, Vue.js, and laravel
- ✔ Handling the operational side of the business for Appnotch
- ✔ Demand Generation at Recurr
- ✔ Technical content writer at Skynet Technologies
- ✔ Tier 3 Technical Support at Groovedigital

Technology Summary

Programming Languages	C, Java, PL/SQL, HTML, J2EE (JSP, Servlets, Java Script), Shell & Perl scripting, Vue.Js, PHP, Laravel Framework
Operating Systems	UNIX, Windows
Application/Web Servers	Apache Tomcat
Database	Oracle

Academic Summary

- Bachelor of Technology in Information Technology,
  G.Narayanamma Institute of Technology and Science for Women, Hyderabad

Employment History

Designation	Period	Organization
Technical Support	Mar 2021 till date	Groovedigital
Technical Content Writer	July 2020 to June 2021	Skynet Technologies
Demand Generation	April 2020 to June 2020	Recurr
Operational Manager	October 2017 – June 2020	Appnotch
Affiliate Marketer	April 2014 – September 2017	Appnotch
Systems Engineer	June 2010 – October 2012	Infosys Limited

Recent Projects

Technical Support - Have been dealing with customer support for multiple apps like mail, blog, webinar, membership builder, videos, etc. Have been coordinating with tier 1 and tier 2 to help them resolve the customer experience issues. Proactive communication with customers to assist them in improving their experience with our apps and also helping them with usability issues. Regular interactions with the development team and quality assurance helped me to understand the applications better and assist the customers faster.

Technical Content Writer - Have been writing content for both web pages and blogs on a wide array of services that include web development services, ecommerce services, CMSs, Press Releases, case studies, solution pages, guides, and more.

Project Title: METS QA Testing
Client: Charles Schwab
Responsibilities:
- Testing for various middleware applications like RRBUS, CAM
- Handled CAM (Common Authentication Mechanism) Testing where we test single sign-on between several applications of Charles Schwab with the help of SAML tokens
- Handled RRBUS (Request-Reply Bus) Testing where we tested cross-application messaging with different kinds of SAML tokens with different kinds of accesses
- Handled SEA (Secure External Access) Testing where we tested the external access of Schwab's internal apps with SAML tokens

Project Title: Facebook Ads for Teespring Campaigns
Client: Teespring
Responsibilities:
- Worked on handling facebook ads for Teespring campaigns for a local client with interest-based targeting
- Handled identifying interests and scraping audience from Facebook pages, groups to identify interests
- Optimized campaign budgets depending on the time to have more ad spends in the day time rather than at the night

Project Title: Email Marketing
Client: Local Client
Responsibilities:
- Handled email copywriting for a marketing software client with a customer base of over 200k emails
- Handled cold email outreach for acquiring new customers who are interested in marketing software
- Used interspire with powermta to reach out to existing customers
- Used Mailshake with GSuite to reach out to new clients for cold email campaigns

Project Title: Clockly
Responsibilities:
- Prepared the requirements and scope of the project.
- Used Vue.js on the frontend along with Laravel based REST API on the backend
- Handling the operational side of this project

Project Title: Demand Generation Associate
Responsibilities:
-Outbound and ABM campaigns
- Building case studies for clients
- Developing sitemaps and building a knowledge base for the website
- Distribution of content on social media channels including Quora

References

Available on request

Declaration

I declare that the above-mentioned details are true to the best of my knowledge.

Haritha Reddy Chaganti