

# Ayush Jha

**Phone:** (650) 722-1675 | **Email:** [jha.ayush85@gmail.com](mailto:jha.ayush85@gmail.com) | **Address:** Sunnyvale, CA

**LinkedIn:** [www.linkedin.com/in/jhaayush](https://www.linkedin.com/in/jhaayush)

**GitHub:** <https://github.com/jha-ayush>

**Portfolio:** <https://jha-ayush.github.io/BlueLemur/>

---

## RELEVANT EXPERIENCE

**Pierry, Inc.** *Web Developer* (July '16—Present)

*Pierry Inc* is a Salesforce Marketing Cloud digital marketing agency that specializes in marketing campaigns.

- **Project Management:** Currently working as a technical Project Manager to establish project SOW for Salesforce Cloud integration. Co-ordinate with marketing managers, data architects and Pierry dev team to solidify key milestones. Established project plans and dependencies to have customer data across Salesforce Cloud ecosystem to connect seamlessly for in-store and online customers, using Agile methodologies.
- **Web Development:** Developed landing pages and email ad campaigns with “mobile-first” design approach for the Marketing department for clients such as—*Uber, NetJets, KQED, AloYoga, NatureBox, Smucker's, San Jose Earthquakes, United Way & Travel Centers of America*, using Photoshop, HTML, CSS and JavaScript. Established node.js API calls for automated email-sends using SendGrid APIs. Generated and maintained PHP, Rails and Ampscript codes for email forms and SQL queries for dynamic content creation. Coded fully-functional HTML templates using HTML, CSS, javascript, SQL to spec from Photoshop across all browser, email and mobile clients deployed templates from Salesforce Marketing Cloud. Wrote maintainable, scalable, responsive, and cross-browser HTML code.

**General Assembly** *Full-stack Web Development Student* (March '16 – June '16)

- Created user-friendly CRUD web apps individually and in teams hosted on Heroku using full-stack technologies such as MEAN stack & Ruby on Rails.

**Hewlett-Packard, Inc.** *QA Software / Release Engineer* (Aug '14 - Jan '16)

- **Lead Release Management:** Led weekly Release meetings. Supported the Cloud Web Platform QA team with software release management, browser, mobile devices & wearable testing, automated software testing. Established service builds & scheduled weekly deployment to the testing and production environments. Parameterized software testing based on Release plans/configuration.
- **Automation/ Manual Testing:** Designed and deployed software builds in CloudMaven adhering to Waterfall & Agile methodologies. Managed software bugs/feature requests using JIRA tool. Designed and implemented REST APIs for automation services using JAVA. Planned and executed test cases and unit tests as required by the relevant user stories. Established QA automation protocols for testing and shared the protocols in the internal wiki.

---

## EDUCATION

- |  |                           |                             |
|--|---------------------------|-----------------------------|
| ▪ <b>General Assembly, San Francisco</b> | Web Development Immersive | <b>March '16 – June '16</b> |
| ▪ <b>UC, Berkeley Extension</b>          | Business Administration*  | <b>2013</b>                 |
| ▪ <b>UC, Santa Cruz</b>                  | Molecular Biology (B.S.)  | <b>Class of 2008</b>        |

## CERTIFICATIONS

- Salesforce Marketing Cloud Email Specialist (2016)