

# Priyanka Alle

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## CONTACT

4/33, Century Quarters  
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Mumbai 400030

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## OBJECTIVE

To use my knowledge, skills and abilities appropriately. My motivation is not just to grow myself as a visionary and competitive engineer but to develop an efficient person in professional manner in the hope of complementing the organization's culture and enhancing its growth.

## SKILL SET

### Primary Technical Skills:

Core JAVA, JEE, MySQL, Redis, Golang  
JEE: Servlet, Spring  
Servers: Apache Tomcat

### Other Technical Skills:

RDBMS: MySQL, Vertica  
No-Sql: Redis  
Operating Systems: Linux and Windows systems  
Build Tools: Maven  
SCM: GIT  
IDE: Eclipse, Netbeans, GoLand  
Others: terminator (terminal)

## WORK EXPERIENCE

### Vertoz Advertising Ltd

July 2015 — Present

Software Developer

With 3+ years of diversified and progressively challenging experience  
Proficient in developing Java Web Applications using Core java, JDBC, Servlets.  
Good knowledge of JSON, Kafka, MySQL, Vertica, Impala.  
Involved in requirements gathering and analysis.  
Experienced in preparing and executing unit test cases.  
Successfully delivered projects under strict schedules and quality control.  
Versatile team player and individual contributor with strong analytical and problem solving skills  
Involved in production support activities.

## PROJECTS

### 1. Bidder/ RTB AdExchange

Domain: Digital Ads Serving Network  
Backend Technologies: Core Java, Servlets  
NoSQL Database: Redis  
Tools: Kafka, Maven, Log4js  
Web Servers: Apache Tomcat, GO  
Languages: Java and Golang

### Description:

- RTB is a real time bidding process for individual impression between AdExchange and bidder
- AdExchange is a service that conducts an auction among bidders per impression.
- Bidder is an entity that competes in real-time auctions to acquire impression.
- The Bidder Application provides an endpoint for the ad exchanger to request the bid for an impression send to the bidder as a bid request.

## 2. Mobile Ad Delivery

Domain: Digital Ads Serving Network  
 Backend Technologies: Core Java, Servlet  
 NoSQL Database: Redis  
 Tools: Kafka, Maven, Log4js  
 Web Server: Apache Tomcat  
 Languages: Java

### Description:

- This application provides an interface for the publisher as well as mediator network to communicate with our ad delivery server to serve an ad. The ad can be requested by calling a specific Uniform Resource Locator (URL) with a query string of certain parameters. The ad server will respond through JavaScript by default.

## 3. Vast / RTB AdExchange

Domain: Digital Ads Serving Network  
 Backend Technologies: Core Java, Servlet  
 NoSQL Database: Redis  
 Tools: Kafka, Maven, Log4js  
 Web Server: Apache Tomcat  
 Languages: Java, JSON, HTML, JSP

### Description:

- Designed and implemented an application to provides a uniform way to advertise data that has to be transferred from the ad servers to video players without depending on any technology AdExchange is a service that conducts an auction among bidders per impression.

## EDUCATION

### Bachelor of Science in Information Technology

2012 — 2015

SIES College Of Arts, Science and Commerce

### HSC

2010 — 2012

AES High School and Junior College, Wadala

### SSC

2000 — 2010

AES High School and Junior College, Wadala

## LANGUAGES

English, Hindi, Telugu, Marathi

## REFERENCES

Suraj Singh  
Email: singh.suresh1503@gmail.com  
Phone: 8779654650

Avinash Gavanang  
Email: avinash.gavanang@vertoz.com  
Phone: 9029543022

## DECLARATION

I hereby declare that the above written particulars are true to the best of my knowledge and belief.