

PROFESSIONAL SUMMARY

Accomplished professional with over 9 years of diverse experience in systems analysis, digital marketing, and localization/linguistic testing. Proven expertise in developing, testing, and executing applications across various environments. Skilled in analyzing business requirements and transforming them into comprehensive test cases and scripts. Proficient in both manual and automated testing methodologies, including black-box and white-box techniques.

Key competencies include:

- In-depth knowledge of defect tracking tools such as Test Director, Quality Center, JIRA, Rational Clear Quest, and Bugzilla.
- Extensive experience in Functionality Testing, Integration Testing, A/B Testing, GUI Testing, System Testing, Regression Testing, and User Acceptance Testing (UAT).
- Strong background in agile, V-model, Waterfall, and Spiral methodologies.
- Exceptional analytical, interpersonal, and communication skills with a demonstrated ability to work effectively in both team settings and independently.
- Additionally, I possess significant experience in digital marketing and SEO/SEM campaigns, including:
 - Development and implementation of SEO strategies based on in-depth keyword research, competitive analysis, and technical evaluations.
 - Proficiency in conducting SEO audits, troubleshooting website issues via Webmaster Tools, and monitoring search performance to identify growth opportunities.

CORE SKILLS

- Localization and Linguistic QA (Apple's Inhouse tools)
- Digital Marketing and SEO (On-page & Off-page)
- Technical SEO and Link Building
- Google Analytics and A/B Testing
- Defect Tracking Tools: Bugzilla, JIRA
- Content Creation and Copywriting (English-to-Hindi)

PROFESSIONAL EXPERIENCE

Linguistic QA Tester/Analyst (Welocalize - Apple Inc, Cupertino, CA) Oct 2022 - Apr 2024

- Conducted linguistic reviews and corrections for UI elements across iOS, iPadOS, and macOS platforms.
- Developed test scripts to identify and report layout and functional bugs, ensuring high-quality localization.
- Collaborated with project managers and team members to enhance QA processes.

Freelancer - Digital Marketing & Localization Specialist

Nov 2019 - Sep 2022

- Provided localization services and managed SEO tasks including keyword research, audits, and technical SEO.

Linguistic QA Tester (Welocalize - Apple Inc, Cupertino, CA)

Jun 2017 - Nov 2018

- Enhanced Siri's performance for Indian languages through linguistic testing and data analysis.
- Utilized Apple's in-house tools to assess translation quality and functionality.

System Test Engineer (Advantis Global - Apple Inc, Cupertino, CA) Sep 2014 - Feb 2015

- Managed Siri voice quality improvements for the Indian region.
- Developed test plans and executed UAT scripts, contributing to the successful launch of applications.

Software QA Intern (Econnexis Inc, Milpitas, CA) Jul 2013 - Jun 2014

- Conducted comprehensive testing of healthcare products and developed test plans and documentation.

SEO/Digital Marketing Specialist (SEO Beam Infotech, Bhopal) May 2012 - Dec 2012

- Managed multiple SEO projects, optimizing websites for search engine rankings through on-page and off-page strategies.

Software Tester and SEO Expert (OM Software Pvt. Ltd, India) Mar 2011 - Apr 2012

- Completed manual testing and provided technical analysis and recommendations for website optimization.

SEO Expert (Agraj Technologies Pvt Ltd, India | Jul 2009 - Feb 2011

- Developed and implemented successful SEO campaigns, improving website visibility and traffic.
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EDUCATION

- **Certificate in Software Engineering and Quality**
University of California, Extension - Santa Cruz, CA | March 2014
- **Master of Computer Applications**
Rajiv Gandhi Technological University (RGTU) - Bhopal, India | June 2009

TRAINING & CERTIFICATIONS

- Advanced Google Analytics Certificate | Sep 2020
 - Google Digital Unlocked - Certificate of Online Proficiency | Nov 2020
 - Diploma in Software Testing | Seed Infotech, Indore, India | Jan 2010
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ACHIEVEMENTS

- Best Emerging Developer Award, OM Software Pvt. Ltd.
- Outstanding Solution Provider Award, First Source Pvt. Ltd.