

# PALLAVI KURHADE

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## EDUCATION:

### Master of Computer Application

GPA: 3.5/4.0

Pune University - July 2012 - June 2015

### Bachelor of Computer Application

GPA: 3.5/4.0

Pune University - July 2009 – June 2012

## SKILLS:

Web Development : HTML, CSS, JQUERY, AJAX, JavaScript, Sass, CMS (WordPress), JSON.  
Software /Tools : Visual Studio 2010, Eclipse, Xcode, Sublime, Atom.  
Database : MySQL, Access, PLSQL.  
Operating Systems : Windows, MAC OS.  
Models : TDD, SDLC, Waterfall, Agile, Scrum.  
Version Control : GIT, SVN.  
Other Skills : XML, Media Queries, Responsive Web Design, SEO, UI, Cross- Browser / Cross-Platform Development, A/B testing, Debugging Tools (Chrome Dev Tools, Firebug) and Twitter Bootstrap.

**COURSEWORK:** C Programming, Object Oriented Programming with C++, Data Structure using C++, Java Programming, Web Technologies, Advanced Database management System, Mobile Computing, Software Testing And Quality Assurance, Software Project Management, Principles and Practices of Management and Organizational Behavior, Advanced Internet Technology & Advanced Development Technology, Enterprise Resource Planning.

## WORK EXPERIENCE:

### Web Developer

Envestnet Yodlee

July 2017 – Present

- Assist in developing a modern web presence optimized for user experience, clear marketing communication and demand generation funnel
- Contribute to building new features for the website, integrating with tools such as Marketo
- Collaborate with the demand generation team to optimize the integration of the Web channel with other marketing activities (lead capture, nurture programs, events, Webinars, etc.)
- Administrate WordPress CMS to implement designs using HTML5, CSS3, Sass, Javascript, JQuery.
- Work with IT to maintain a testing environment, Patch WordPress and plugins
- Work daily with the Web Producer to maintain a project tracker
- Work on your own project and complete them within the deadline
- Backup of databases for major launches/changes
- Administer BrightEdge to maintain SEO best practices on corporate Website
- Document user guidelines, UI experience for the user and optimize the site performance

### Web Developer/Web Producer

EQUINIX

October 2016 – July 2017

- Develop and produce web pages of the corporate websites working with the Digital Content Teams and Regional Marketers to execute global stakeholder requests
- Be responsible for day-to-day web production and maintain the production queue
- Contribute and collaborate regularly on prescribed processes and cross-platform digital media strategies, including home page promotions, digital campaigns, and social media
- Leverage existing and new technologies to create robust web features, sites and pages in a responsive framework-- from initial design/wireframe through core code creation and, ultimately, successful deployment--with a focus on developing an engaging B2B site that grabs the user's attention and converts them to leads
- Work with internal partners to ensure message consistency and take ownership over the site so that digital destinations support key content marketing initiatives to increase engagement with potential customers
- Resolving & testing issues of the website

### Web Developer

Druva

August 2016 - October 2016

- Developing a **Responsive** WordPress website.
- Creating customize templates.
- Solving JavaScript issues.
- Optimizing the website performance and maintaining the **design standards**.

### **Front End Developer**

**ADWEB Software Pvt Ltd, Pune**

**January 2015 - November 2015**

- Worked with wide variety of clients to build **responsive markup and integrated social API's**.
- Tested **usability** and improved the product quality.
- Studied & implemented **Umbraco** for creating client oriented web sites.
- Worked coherently with the support team to **resolve issues** on the client server.
- Debugged the **Cross-Browser / Cross-Platform** issues and resolved it.

### **Web Developer**

**Ally Digital Private Limited, Pune**

**June 2014 - Dec 2014**

- Developed a Responsive WordPress Website for **Digital Marketing**.
- Implemented **search engine optimization** for website to increase number of users.

### **Web Developer**

**Freelancer, Pune**

**January 2014 - June 2014**

- Developed custom based & responsive WordPress themes.
- Created custom plugins & Implemented **Twilio API**.

### **Front End Web Developer**

**Minematic Pte Ltd, Pune**

**September 2013 - December 2013**

- Studied & implemented a new **User Interface library** to improve the web application.
- Created web application for data driven email marketing for customer retention.
- Studied & Implemented **AngularJs** across the web application to make it more visually effective.

### **Web Developer**

**Amiworks Solution Pvt Ltd Pune**

**June 2012 - June 2013**

- Developed client specific & customized themes, plugin and widgets.
- Implemented backend and frontend using AJAX.
- Developed responsive websites from Mobile devices to large desktops.
- Communicated efficiently with clients to understand the project requirements.