PRAVALLIKA SIGINAMSETTY
Long Beach, CA, 90815

📞 +1 562-732-3936 ✉ Pravallika.Siginamsetty01@student.csulb.edu 🔗 LinkedIn ⊙ Github Portfolio

Education

California State University Long Beach   January 2023 – December 2024
Masters of Science, Computer Science : GPA - 3.8/4.0   *Long beach, California*
Relevant Coursework: Analysis of Algorithms, Advanced Artificial Intelligence, Pattern Recognition, Database Systems, Advanced Programming Languages, Computer Architecture, Block Chain Technology.

Koneru Lakshmaiah Education Foundation   August 2017 - June 2021
Bachelor of Science, Computer Science : CGPA - 8.53/10.0   *Vijayawada, India*
Relevant Coursework: Data Structures, Object oriented programming, Web technologies, Operating Systems, Distributed Computing, Probability Statistics, Data Optimization, Data Warehousing and Data Mining, Data Analytics.

Technical Skills

Programming Languages: Python, R, Java, SQL, SOQL, Basics of MATLAB, JavaScript, AMP Script, Apex
Web technologies/Frameworks: HTML/HTML5, CSS/CSS3, PHP, RESTful APIs, React.js, Node.js, Angular, Ajax
Database: MySQL, MongoDB, NoSQL, Amazon RDS
Machine Learning: TensorFlow, Keras, NumPy, Pandas, Tableau, Matplotlib, Classification and Regression techniques
Cloud Architecture: Amazon Web Services (AWS)- S3, EC2 Instances, RDS, IAM, Security Groups and Network ACLs
Developer Tools: Git, Visual Studio Code, Salesforce CRM, Salesforce Marketing Cloud (SFMC)

Professional Experience

University Student Union Administration, CSULB   June 2023 - Present
Data Analytics & Web Developer - Part time   *Long Beach, California*
- Designed 10 financial management dashboards powered by React.js and Node.js that visualizes KPIs in real-time.
- Leveraged data analytic techniques utilizing R and SQL queries to optimize approval processes, resulting in 30% reduction in processing time. Proposed data quality assurance protocols for minimizing errors.

Cognizant Technology Solutions   June 2021 – December 2022
Software Engineer   *Hyderabad, India*
- Executed email marketing campaigns in SFMC for German Based Multi-National Chemical Producer using HTML, CSS and AMP Script, resulting in a 40% increase in click-through rates and email engagement.
- Implemented multi-channel journeys, leveraging API Trigger Entry Sources resulted in 25% increase in sales conversion.
- Constructed Multi-Lingual Preference center pages and utilized REST, SOAP for fetching data into SFMC from cloud pages. Incorporated Salesforce Object Query Language (SOQL) to filter and update the target audiences in database.
- Involved Lightning Web Components, Apex Triggers, and Visualforce Pages to enhance user interfaces driving a 56% growth in user satisfaction.
- Applied agile methodologies within a scrum environment and utilized collaboration tools like confluence to enhance streamline communication and documentation process for a team of 50 members.

Indian Infotech   May 2018 - July 2018
Software Engineer Intern   *Chennai, India*
- Developed a web application using React.js facilitating to track and analyze customer engagement metrics.
- Engineered MongoDB to manage user data, executing complex queries that processed over 100,000 user records to extract actionable insights.
- Employed Amazon RDS to host databases, resulting in 99.99% uptime and 75% faster query response times, optimizing data accessibility and ensuring data integrity.

Academic Projects

An Ensemble algorithm for crop yield prediction (Published under ICICV 2021)   September 2020 - April 2021
https://ieeexplore.ieee.org/document/9388479
- Developed an ensemble of advanced Machine Learning algorithms to create a data-driven decision support system for farmers, optimizing crop selection based on growth, health, and yield parameters; reduced crop failure by 40%.

Bug Tracking Software, Bug Hound (Software Test and Verification)   July 2020 - December 2020
- Managed Bug Hound project development focusing on server-side and client-side scripting technologies; Initiated PHP and ASP for server scripting and JavaScript for client-side scripting, enhancing bug tracking system efficiency.

Certifications

- Salesforce certified Marketing Cloud Email Specialist
- Salesforce certified Platform Developer-1
- Oracle certified Database Design & Programming with SQL
- Salesforce certified Administrator
- Data Science Using Python by Simplilearn
- EPAM Certificate of Diploma PEP Training (Java)