

CURRICULUM VITAE

Praveen kumar k



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CAREER OBJECTIVE

To work in a challenging and creative environment and effectively contribute towards the goals of the organization, besides gaining as much knowledge as possible in order to achieve expertise in the working domain

ACADEMIC CREDENTIALS

| Examination | Board | Institution | Year | Percentage/class |
|-------------|-----------------|---|------|------------------|
| SSLC | Karnataka Board | A.H.S,Mangalore | 2005 | 77.60% |
| PUC | Karnataka Board | Milagres P.U College, Mangalore | 2007 | 64.33% |
| BE (CS) | V.T.U Belgaum | Karavali Institute of Technology,Mangalore | 2011 | 65% |

WORK EXPERIENCE (6 years)

1. Worked as software Engineer in **ESRO Technologies Pvt. Ltd** from 12/12/2011 to 21/12/2012.
2. Worked as a **PHP Developer** in **INDEA ENGINEERING**,Mangalore from 21st Jan 2013 to 8th October 2015.
3. Working as Software Engineer in Brighton holdings Pvt. Ltd,Mumbai from 8th October 2015 to 27th April 2017.
4. Senior Executive at Borderless Access Panels Pvt. Ltd from 22nd May 2017 to present.

TECHNICAL SKILLS

Proficient in Affiliate Marketing and Experienced Senior Software Engineer with a demonstrated history of working in the computer software industry with 5+ years of work experience. Strong engineering professional skilled in CakePHP, CorePHP, Cascading Style Sheets (CSS), PHP, HTML, JQueryand JavaScript.

Handling affiliate delivery for multiple business verticals - Sales/Acquisitions, Lead Generation, Branding and Mobile

- Working and maintaining relationships with a wide and varied publisher base
- Monitoring campaign and publisher activity/performance and optimizing where necessary
- Focused on growing company revenue by helping publishers scale up their deliveries
- Formulating new and innovative delivery strategies

Identifying new sources of inventory to grow publisher base and strengthen relationships

Strong command over multiple affiliate / performance marketing tools - HasOffers, Google Analytics, CAKE etc.

Deep understanding of affiliate / performance marketing, with regards to publisher requirements and relationships

Target oriented with a strong track record of exceeding expectations

PROJECT HANDLED

1. **www.bestnindia.com**
2. **www.worldbankofdomains.com**
3. **www.mcndt.com**

4. www.incion.com
5. www.tracewidth.com
6. mybook-mobile.com
7. dashboard.apmnaltron.com
8. www.aloaserves.org
9. <http://repfabric.com/>

10. myDiet Health Tracker (IOS application developed with cordova 3.2)

myDiet Health Tracker is an excellent assistant for healthy living. It stores your calorie intake from meals, calorie loss from exercise and over-all weight. By charting this information you can see the results of your diet and fitness regimen in easy view graphs and improve it as you go along. Your goal weight is set in the graph and you can directly see the improvement as you reduce your bad habits and increase your healthy living.

The progress charts will calculate the daily totals and chart them. myDiet will graph your progress and show you that reducing calories and increasing exercise will make those extra pounds melt away. It is a great motivator to see your burned calories go up and the weight go down.

11. mySock Inventory Manager(IOS application developed with cordova 3.2)

myStock Inventory Manager is an application specifically designed for the mobile/tablet users. It serves as a powerful tool for individuals, small and medium sized businesses to record and manage the stock movements and to do the costing easily with a minimum investment. This application can also be used for larger organizations for Inventory management of multiple locations using a single device.

12. Mobile Business Manager(IOS application developed with cordova 3.2)

myBiz offers an excellent platform for Mobile phone and Tablet users to manage their business information the best possible way with the least investment. This is a comprehensive business suite comprising of powerful tools to organize and manage your data of Expenses, Sales and Inventory. Though it has been designed and developed specifically for the business people it can very well be used by individuals for their personal data relevant to these tools.

13. Email Application:

<https://prod1.repfabric.com/email/action.php?action=loginsuccess&reqid=2514539>

&autocheckemail=1

14. <http://www.creditcardsindia.in/>

15. https://recruitment.thepanelstation.com/online_survey_india_signup/

CERTIFICATE OF ACHIEVEMENT

Completed C# .Net course from Microsoft certified company “GOAL TECHNOLOGIES”
,Mangalore

OTHER ACTIVITIES

- Attended campus connect soft skill classes, campus visit from spark program held at Infosys.
- Being a part of organizing committee for College day and actively participated in all such events.
- Attended State level one-day workshop on Computer Networks held at Karavali Institute of Technology.

PERSONAL DETAILS

Date of Birth : 21st June 1989
Nationality : Indian
Languages : English, Hindi, Tulu & Kannada
Permanent Address : Praveen Kumar K,
Kodibail House,
Uppala-671322
Hobbies : Playing Chess, Listening to music

DECLARATION

I hereby declare that all the above information is true to the best of my Knowledge if any discrepancy arises after my selection I will be liable to prosecution if any.

Date: 15-Sep-18

Place: Mangalore

Praveen Kumar K