

Career Objective:

To achieve professional excellence through skill enhancement and personality development.

Synopsis:

To be part of a challenging, fast-paced, dynamic organization & competitive work environment that recognizes sincerity, performance, hard work and fosters excellence growth based on these attributes. To explore and discover my talent which offers me good experience in my life. Use my skills, experience, and talents to be a part of ground breaking thinking and visionary goals.

Area of Expertise:

Email marketing tool knowledge:

- Standard and dynamic templates
- Segmentation
- Query
- List processing
- Workflow
- Deployment and post deployment activity.

Photoshop and Dreamweaver

- PSD to HTML conversion
- Static/Standard coding
- Mobile version coding
- Responsive coding

Skills:

- MS Office
- Advance Excel
- HTML, CSS
- Dreamweaver CC
- Photoshop CC
- PSD to html conversion
- Litmus tool.
- CRM Tools : Dream, Dream mail, Exact target, Mail Chimp and Harmony
- Knowledge on JavaScript, SQL, C, JQuery, Bootstrap.

Work Experience:

THEOREM INDIA Pvt. Ltd, Mysore, India
Designation: Campaign Specialist

29th July 2013 – 9th May 2016

Organizational Profile:

- Worked as Campaign specialist from 2.10 year including Quality check at Theorem India Pvt. Ltd (<http://www.theoreminc.net>)

Project Details:

Project Name	:	DREAM
Client	:	Epsilon Interactive
Role	:	Production Support / Quality Assurance Analyst
Duration	:	July 29 2013 to May 9 2016
Team Size	:	20

THEOREM INDIA Pvt. Ltd, Mysore, India
Designation: Associate Web Developer

10th May 2016 - Present

Organizational Profile:

- Working as Associate Web Developer from 10th May, including Quality check at Theorem India Pvt. Ltd (<http://www.theoreminc.net>)

Project Details:

Project Name	:	Creative Development
Client	:	Epsilon Interactive
Role	:	Production Support / Quality Assurance Analyst
Duration	:	May 10 2016 to till date
Team Size	:	31

Roles and responsibilities

- Analyzing the PSD provided and converting the file to html as per client's requirement.
- Based on the requirement, PSD file is converted to static or responsive creative.
- Converted creative is tested in all domains and browser using Litmus tool to check for any kind of rendering issues.
- HTML file is screened under the Quality checks to meet the 100% quality as per client standards.
- Reviewing the code and fixing any kind of rendering issue found in different browsers.
- Analyzing the web pages and providing those analyzed data to client and taking decisions.

- Building queries to extract the data from the database and applying logical filters.
- Involved in testing process.
- Targeting the regions, personalization, tracking and deploying those e-mails to the subscribers.
- Analyzing the performance, impressions, bounces, clicks and complaint rate of all emails sent and reporting the same to the client.
- Work with business development and marketing teams on promotions and overarching/multi-media campaigns. Assist the client in overall development of their business.

Major competency areas

- Fast learner and smart worker. Open to new ideas and good listening skills
- Good verbal and written communication skills in English
- Adaptability: capable of adapting to new environment and grasp work quickly
- Team player: Share information, contribution to group objectives
- Goal oriented and Determined
- Leadership Quality

Education:

Year of Passing	Course undertaken	College	Board	Percentage
2013-14	MSc[IT]	Karnataka State Open University, Mysore	University of Mysore	74%
2012-13	PGDCA	Adithya Computer Consultancy, Mysore	CDAC, Pune	A grade
2012-13	B.Sc	MMK & SDM College For Women, Mysore	University of Mysore	73.68%
2009-10	P.U.C	Maharshi Composite PU College, Mysore	Pre University Board	68%
2007-08	X std	St. Thomas English Medium school, Mysore	C.B.S.E	78.4%

Personal Details:

Name:	Bhagyashree K.
Fathers name:	Venugopal K.
Age:	23 years
DOB:	3 rd March, 1992
Sex:	Female.
Address:	367, 6 th main road, Vishweshwaranagar, Mysore, Karnataka - 570 008.
Languages known:	English, Kannada, Tamil, Hindi, Telugu.
Hobbies:	Singing, Listening to Music, Games, Reading.
About myself:	Sincere, hardworking, quick learner, & a thorough team-man

Declaration:

I hereby affirm that the information in this document is accurate and true to the best of my knowledge.

Place: Mysore

Bhagyashree K