

# SWATI SHUKLA

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## SUMMARY

- **MS in Computer Software Engineering** – San Jose State University – Expected Grad Dec 2020 | H4-EAD Work Permit Available
- **Relevant Coursework:** Enterprise Distributed Systems, Web Development, Cloud Technologies and Virtualization.
- Have around 3 years of Marketing Management Experience too.

## SKILLS

### Programming languages:

Java | JavaScript | C | HTML5 | CSS3

⇒ Full Stack Technologies: Nodejs |

Express | React | Redux | AngularJS |

Bootstrap | GraphQL | RESTful API

| HTTP

⇒ Cloud Technologies: AWS Cloud

Platform | Google Cloud Platform |

OpenStack | IBM Bluemix

⇒ Database Skills: MySQL | MongoDB |

DynamoDB | Redis | Amazon RDS

⇒ Tools: Apache Kafka | Apache

Zookeeper | JMeter | Mocha | GIT

| Bitbucket | Diffchecker | PassportJS

Developed Learning Management

System similar to SJSU Canvas

using ReactJS, Redux, Node.js, MySQL, MongoDB, Kafka, HTML & Bootstrap.

⇒ Used Amazon services such as EC2, Elastic Load Balancer, Auto-Scaling, RouteS3, AMI, RDS.

⇒ Used PassportJS for authentication, Redis for caching, developed custom analytics for tracking user action.

⇒ Used redis caching services in order to improve search requests by caching it locally in the browser.

⇒ Worked on building the backend API's using GraphQL.

### Currently Working On Other Software Engineering Projects too.

⇒ Information Technology

⇒ Sales & Marketing

⇒ Management

## EXPERIENCE

01/2019 to Current

### Graduate Student

**San Jose State University** — San Jose, CA

- I am currently pursuing **MS in Software Engineering** at San Jose State

University.

- working on various assignments and projects related to latest technologies like **MYSQL, Machine Learning, MERN stack - Full Stack - Frontend, Backend Development, MONGODB database, Express, React JS, KAFKA, REDUX, AWS, Passport JS, Javascript, HTML5, Java** etc.
- I am curious to use these skills in some practical work too.

**06/2017 to 12/2017**

**Senior Executive - International Sales & Marketing**

**Fibre2Fashion Pvt. Ltd** — Ahmedabad, Gujarat

Fibre2fashion is the world's largest textile business networking portal. It connects advertisers to their target audiences by providing cost-effective ad solutions such as innovative banner ads, e-Newsletters and editorial support. As Senior Executive led B2B sales of the corporate and premium membership package as well as sales of market research, brand building and recruitment packages.

- Excelled in the high-pressured environment; consistently achieved monthly profit target
- Utilised multiple marketing channels to promote the 360 degrees branding and promotional solutions to the target clients
- Oversaw planning and delivery of events to increase organisations market presence; included exhibitions, tradeshow as well as customer and partner events
- Promoted and sold market intelligence reports and TexPro Market Intelligence software to clients focusing on the competitive advantage the product could give them
- Identified and cultivated relationships with global clients in the textile market to achieve annual new business target
- Gained an in-depth knowledge of the key products to aid client interactions
- Researched competitors' product offerings in order to gain market knowledge and to deliver a more persuasive pitch
- Tailored product propositions to individual client needs; designed solutions which met client budgets, led pitches, partook in contract negotiations and oversaw delivery
- Remained conscious of the profit margin strategy; calculated contract values to ensure both the customer was satisfied and maximum profit was generated
- Achieved significant sales on online banner advertisements and magazine ads which were to be displayed on fibre2fashion.com
- Worked flexibly and collaboratively to support smooth organizational operations.

**04/2016 to 05/2017**

**Team Lead**

**JustDial Ltd** — Ahmedabad, Gujarat

JustDial is an Indian company providing information on local services in India via the Phone, Web,

Mobile and SMS. As a Team Lead - Led a telemarketing team to encourage businesses to sign up with JustDial.

- Oversaw marketing and selling of all JustDial products using non-paid customer data
  - Managed a team of 20+; allocated workload, monitored performance, identified strengths and areas for improvements then coached staff members to develop their skills
- Trained staff on products, prices, sales techniques and optimum customer service process
- Set team and individual staff target and monitored their attainment of the target addressing any under-performance early
  - Team secured qualified business leads; then personally attended a face-to-face meeting with the client alongside the Marketing Executive to secure a new business contract

**04/2015 to 09/2015**

**Customer Development Officer**

**Colgate Palmolive India Ltd.** — Ahmedabad, Gujarat

Worked as a Customer Development Officer (Sales & Marketing) in Colgate Palmolive, an American company which produces household, health care and personal care products. My roles include Channel Sales management and In-store management for Ahmedabad in Gujarat.

- Implemented new initiatives on behalf of the company
- Successfully over achieved on targets due to diligent work ethic
- Secured a commendable amount of business which resulted in an improvement of the overall monthly financial reports

**03/2014 to 05/2014**

**Management Trainee**

**Mint Newspaper - Hindustan Times Media Ltd.** — Ahmedabad, Gujarat

- Completed an internship program as a Management Trainee in the Sales and Marketing department of MINT newspaper which is a subsidiary of HT Media. Focused on analyzing customer perception and preference.
- I successfully implemented sales and marketing activities for this brand during this internship program.

**08/2011 to 05/2012**

**Graduation Project**

**Title : Cancer Information System** — Ghaziabad, Uttar Pradesh

- My final year thesis project titled "Cancer Information System" was based on neural network and fuzzy logic principles.
- It was a smart java based software with integrated database and predicted the probability of cancer type, a patient might have, using the symptoms as input data. Starting with a seeded database, the neural network trained its parameters using symptoms as input and accuracy of a prediction as feedback.
- Project proved to be of real social value and was adopted by my institute's medical center for further development.

**05/2011 to 07/2011**

**Educational Internship**

**Hewlett Packard** — Kanpur, Uttar Pradesh

- I did my third year summer (2011) internship from Hewlett Packard (HP) Educational Services, where I worked on development of cycle accurate functional model of a DRAM memory controller/scheduler for a multi-core microprocessor.
- This gave me thorough exposure to object oriented programming using C++, Data Structures and also to scripting languages like Perl and Shell.
- This experience also provided me insight into how Operating System interacts with Processor (CPU) and peripheral devices. Model developed was later successfully deployed by HP to evaluate new proposed micro architecture feature additions to the design.

## EDUCATION AND TRAINING

2020	<b>Master of Science:</b> Software Engineering <b>San Jose State University</b> — San Jose, CA
2015	<b>MBA:</b> Marketing Management <b>Som-Lalit Insititute Of Management Studies</b> — Ahmedabad
2012	<b>Bachelor of Science:</b> Computer Science And Engineering <b>Krishna Engineering College</b> — Ghaziabad