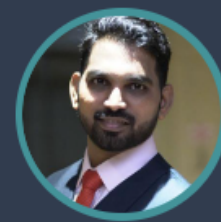# Prathamesh Rane

Quality Auditing Analyst

B.Sc Graduate | NIIT certified | 10+ years of experience in Web Development | Sound understanding of HTML, CSS, JavaScript and CMS tools | Capable of developing, implementing and testing interactive websites | Build email and SMS campaigns (SFMC)

✉ ranepratham@ymail.com

📍 901/C-28, Omkar Darshan CHS. Sector - 9, Charkop Kandivali (W), Mumbai, India

📱 9967503162 / 9870553395

in linkedin.com/in/prathameshrane2307

SKILLS

SFMC · HTML5 · CSS3 · Javascript · Content Management System · Wordpress · XML · Photoshop

WORK EXPERIENCE

Quality Auditing Analyst
Accenture

10/2021 - Present *Mumbai*

Responsibilities/Tasks

- SFMC - Validates the emails/SMS, data extensions and journeys created by developers in the Salesforce marketing cloud.
- RTEs - Manually tests RTE (rep triggered email) created by the developer and make sure it should be identical to the mockup provided by the client.
- Validating the emails using the Litmus test.
- Thoroughly check the Banners and e-Detail projects created in PDF and PPT format.
- Additionally cross-trained on SFMC to develop emails and SMS campaigns using email and mobile studio.
- Created Data Extension and Data Filters as per client requirements.
- Used Journey builder to schedule campaigns along with Automation Studio.
- Writing basic SQL query and AMP Script logic to build and deploy email campaigns.
- Developed and deployed A/B testing strategies to roll out the control version to be used in the final email campaign.

Web Analyst
Reachlocal Services Pvt. Ltd.

06/2015 - 10/2021 *Mumbai*

Responsibilities/Tasks

- Build / update websites as instructed by the client to introduce new features and content through WordPress and Scorpion CMS tools.
- Designed web applications using HTML5, CSS3 and JavaScript.
- Perform quality checks and audits to identify and resolve issues.
- Excellent ability to troubleshoot and resolve web application issues escalated from the client's, support team and other departments through Salesforce Lightning ticketing portal.
- Work on the client's website and company proprietary tool to generate the proxy websites. Compare the original website with the proxy website. Identifies and resolves the issue with the proxy websites, which involve JavaScript and HTML coding.
- Use Adobe Photoshop and Adobe Fireworks to create icons, and banner images, and adjust image size/resolution to optimize page load time for web applications.
- Coordinate with software developers and engineers in testing and verification of software development tasks.
- Create HTML email templates and newsletters for e-mail marketing campaigns.
- Involved in conducting training sessions for the new hires on work-related tasks and processes.
- Worked as an SME to handled a team of 6 people to sort out their technical issues and address queries.

WORK EXPERIENCE

Web Master

Rail Europe India Pvt. Ltd.

07/2012 - 06/2015   *Mumbai*

Responsibilities/Tasks

- Handled projects related to the translations, keep the follow up of all projects, often working to tight deadlines with precise accuracy and handover projects to the respective project manager.
- Managing and updating content or product on the company websites using CMS tool which involves basic HTML coding and monitoring the content on the test as well on the production platform.
- Created fresh and creative content for all the Group's sites by gathering information and data through research.
- Liaising with translators and preparing content that requires translation.
- Worked closely with authors, copywriters or teams, reviewing and correcting supplied content to ensure consistency in style.
- Acted as the main point of contact between the designer, translators, project team, and marketing department.
- Worked in coordination with different departments and clients to sort out their technical issues and address queries in regards to their websites.
- Responsible for day-to-day maintenance of the website.
- Performed a variety of webmaster functions to ensure that the website works properly and smoothly, including monitoring its functionality in leading web browsers.
- Performed a Google Analytics report to optimize website performance and monitoring & tracking the efficiency of websites.

XML Production Associate

Tridat Technologies Pvt. Ltd.

01/2011 - 05/2012   *Mumbai*

Client - Lionbridge Technologies Inc.

Responsibilities/Tasks

- Handled HTML and XML Projects.
- Designed HTML pages and validate online on the website.
- Prepare the source materials for translation and create localized versions of components by creating, editing, and compiling/building all required materials.
- Validates and quality check the pages created.
- Fixes bugs and issues on pages as reported by proofreaders or clients.
- Troubleshoots bugs and escalates difficult issues to the appropriate technical lead.

CERTIFICATES

GNIIT (Software Engineering) (07/2008 - 01/2012)
National Institute of Information Technology

Web Designing & HTML5/CSS3 Essentials
(12/2020 - 12/2020)
Online Certification, Udemy

Web Design for Beginners: Real World Coding in HTML & CSS (11/2019 - 12/2019)
Online Certification, Udemy

SEO Training: Get Free Traffic to Your Website with SEO
(12/2020 - 12/2020)
Online Certification, Udemy

REWARD & RECOGNITION

Winner of R&R 2019 Under Business Verticasl Category
(11/2019 - 12/2019)
ReachLocal Services Pvt. Ltd.

Winner of Lionbridge India Half Yearly Information
Security Quize Competition (07/2011 - 07/2011)
Lionbridge Technologies Inc.

PERSONAL PROJECTS

Ramesh Opticals - www.rameshopticals.in   Sumit Elevators - www.sumitelevators.co.in

PERSONAL PROJECTS

JD Tours & Travels - www.jdtoursandtravels.com   Trekking Trails - www.trekkingtrails.co.in

EDUCATION

Bachelor of Science, Major - Mathematics
Patkar Varde Collage, Goregaon
07/2010   *Mumbai University*

HSC, Science
BSGD's Junior Collage, Malad
02/2007   *Maharashtra State Board*

SSC
Indian Education Society School, Kandivali
03/2005   *Maharashtra State Board*

LANGUAGES

English ● ● ● ● ●   Hindi ● ● ● ● ●

Marathi ● ● ● ● ●

INTERESTS AND HOBBIES

I enjoy travelling to different places and exploring new things.

I do blogging. I shared my experience and travel information on my blog [http://thousandmilestravel.blogspot.com/], which has more than 25 thousand page visits.

REFERENCES

References available upon request