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| **Name:**  | **Amit Sonawane** |
| **Email ID:**  | **amit.sonawane16@gmail.com** |
| **Mobile:** | **7738329155** |

**Experience Summary**

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| **Total Experience:**  | **4 Years+** |
| **Skill / Competency Details:*** Experience in Catalog Associate.
* Experience in Digital Marketing SEO.
* Strong technical skills in Application monitoring and support.
* Work closely with SEO/SEM Team for Website/Application Improvement.
* Strong experience in conducting UAT and in designing and developing manual test scenarios and test execution.
* Play important role in DR Activities and emergency releases.
* Proven track record of all Alerts received for various application with the help of various Application Monitoring Tools.
* root cause analysis, Change management & collaborate with development team till closure
* Take follow up with Ticket management team with the help of JIRA and HPSM Tool.
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**Tools & Technology**

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| SEO /CMS Tools | AEM (Adobe Experience Manager) |
| Catalog Tools | IBM WCS (WebSphere Management Center) |
| Defect Tracking & Testing Tools | HPSM,JIRA |
| Application monitoring Tools | Solarwinds,Solman,HPOMI,HPBSM,SPLUNK |

**Key Project Details**

**Project #1**

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| **Project Name:** | **VodafoneIDEA Digital** | **Client:** | **VodafoneIDEA**  |
| **Role:** | SEO Specialist | **Duration:** | Nov 2019 - Present |
| **Project Description:**  VodafoneIDEA Pvt. Ltd. Digital Team works for providing Digital solution for Website and Application on various platform. |
| **Responsibility:** * Experience in handling clients for overall digital marketing strategies involving SEO Related changes.
* Experience in implementing META Tag ,Title, Description, Keyword, H1 Tags.
* Coordination for 301 URL Changes.
* Working for Responsive web Design.
* Uploading different PDF Files, TRAI Mandate Files for digital marketing strategies via AEM tools.
* Uploading Various Banners for Website and Application for digital marketing campaigns.
* Analyzing and researching keyword related to clients website through keyword research tools.
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**Project #2**

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| **Project Name:** | **VodafoneIDEA Digital**  | **Client:** | **VodafoneIDEA** |
| **Role:** | Catalog Associate  | **Duration:** | Nov 2019 – Till Present |
| **Project Description:** VodafoneIDEA Pvt. Ltd. Digital Team works for providing digital solution for Website and Application on various platform. |
| **Responsibility:** * Handling day to day volumes of assigned tasks and ensure the given SLA is met.
* Adopted VodafoneIDEA Digital Platform for Catalog upload on day to day bases.
* Coordinating with PAN INDIA circle team for Catalog related changes on Website and Application.
* Testing and Investigate Catalog related changes PAN INDIA.
* Established strong vendor relationships to maintain and support the business.
* Maintain Catalog through IBM WCS tool.
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**Project #3**

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| **Project Name:** | **The Deal App** | **Client:** | **e-Stone Information Technology Pvt. Ltd., Mumbai.** |
| **Role:** | Digital Marketing Executive  | **Duration:** | July 2018- Nov 2019 |
| **Project Description:** TheDealApp (E-Commerce Application) is an online deals shopping application providing best deals, coupons, offers, promo codes from various online sites like Amazon, Flipkart. |
| **Responsibility:** * Responsible for sorting out product categories based on different online shops like Amazon, Flipkart, etc. using Crawling and Product Catalog.
* Optimizing Webpage Ranking by changing URL ,Title Tags, META .
* Creating CTA for internal Pages and try for Conversion rate.
* Implementing Long Tail Keywords.
* Implementing Internal Link,Hyperlink.
* Implementing Image Alt Text and Tag.
* Interacting with development team to solve the queries regarding the application.
* Responsible for ensuring the application meets specified requirements.
* Reporting issues using JIRA as a bug tracking tool.
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**Project #4**

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| **Project Name:** | **JIO Application and Infrastructure Support** | **Client:** | **JIO** |
| **Role:** | Application Monitoring and Support  | **Duration:** | Dec 2015 – July 2018 |
| **Project Description:** JIOMedia application such as JIOTV , JioCinema, JioMusic ,JIOMagazine used for entertainment and Knowledge purpose for All JIO users . |
| **Responsibility:** * Involved in different phases of testing viz. Business Functionality Testing, Integration Testing, Performance Testing, Positive and Negative Testing.
* Involved in application monitoring of different JIO Applications according to new changes.
* Worked very closely with developers to recreate defects found regarding Infrastructure and Application and also to verify fixes.
* Performed queries to the database using SQL to check successful transaction.
* Provided the management with reports, and schedules as necessary and participated in the design walkthroughs and meetings.
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**Project #5**

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| **Project Name:** | **JIO Banking Domain Application**  | **Client:** | **JIO** |
| **Role:** | Application Support | **Duration:** | Dec 2015 – July 2018 |
| **Project Description:** JioMoney Wallet is Digital Payment application which is used by customers and merchant for Smart Simple and secure Digital payment and Transactions |
| **Responsibility:** * Run Different Queries using SQL to check Successful transaction.
* Involve in creating Ticket for various Transaction Issues.
* Involve with merchant for merchant transaction issues.
* Involve in Testing of Transaction Via JIO Wallet Application with different Test Cases.
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**Employer History**

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| **Name of Employer** | **Period** |
| VodafoneIDEA Pvt Ltd | Nov 2019 – Till Date |
| E-Stone Information Technology Pvt Ltd | Jul2018 – Nov 2019 |
| Future Focus Infotech Pvt Ltd | Dec2015 – Jul 2018 |

**Educational Qualification**

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| * Bachelor of Engineer (Electronics and Telecommunication) ,North Maharashtra University,(2014) (Percentage 65%)

 * Diploma in (Electronics and Telecommunication) , University of Mumbai, Mumbai ( 2010) (Percentage 68%)
* SSC M.S.B.T.E (2007) (Percentage 75%)
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**Professional Skill Programs**

* Digital Marketing Fundamentals.
* ITILV3(TCS)
* CCNA(Aug 2015)
* Industrial Automation (PLC,SCADA,HMI,VLC)

 **Declaration**

I hereby declare that the above written particulars are true to the best of my knowledge and believe

DATE: PLACE: MUMBAI

AMIT SONAWANE