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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. | |

**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. | | | |

**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. | | | |

**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. | | | |

**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. | | | |

**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. | | | |

**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%) |

**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