

Rashmi K

Project Manager

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Project Manager with around 15 yrs of IT experience in digital marketing/Ad-tech domain and playing scrum master role from 2years.

Professional Summary

- **Certified Scrum Master** and practicing Scrum Professional.
- **15 years of experience** in Project Management, Customer handling and Software development with 2 years of experience in Scrum.
- Proven ability in **leading large teams**, spearheading large-scale projects, managing strategic partnerships, problem solving and data analysis
- Proficient in **Project Execution, Project Planning, Project Coordination, Vendor Management, Project Management, and Scrum planning**
- **Organized and facilitated** project planning, daily stand-up meetings, reviews, retrospectives, sprint, release planning, demos, and other Scrum-related meetings
- Worked with Product owner for the **backlog grooming** to keep it relevant and prioritized which resulted in reducing overall planning time.
- **Protected teams from external distractions**, impediments, or team conflicts, and maintain focus on product backlog project timeline
- Experience with **Agile** and **Scrum** methodologies using CI/CD, Jenkins automation environment
- Focal key point of contact for the **offshore team**, discussing and to ensure the deliverables are to customer satisfaction
- **Apprised the senior management** of the team's progress & achievements through daily reports & weekly presentations
- Involved in **hiring** and on-boarding new hires, training members on tools and process to bring them up to speed
- Participate and make recommendations for performance ratings, hike and promotions for direct subordinates

Work Experience

- Currently working as **Project Manager** in **Lore Software Solutions, Bangalore** since July 2009
- Worked as Sr Software Engineer in **Shantiniketan InfoTech, Bangalore** from Jan 2009 – June 2009
- Worked as Software Engineer in CDAC, Bangalore from Dec 2006 – Dec 2008

Education

- **Visvesvaraya Technological University (VTU)**, *B.E. Information Science-* 2001 - 2005

Technical Skills

Databases	:MySQL
Programming Languages	:HTML, CSS, Javascript, ReactJs, NodeJS, Perl, PHP
Platforms	:Windows, Linux
Documentation tools	:MediaWiki, Confluence, Brain
Other Tools	:Salesforce, SQLyog, JIRA, Charles, fiddler, GeoEdge, Grafana, chrome dev tools, Postman, Bugzilla, MS Project, Excel, Word

Projects

Manager at Lore Software Pvt Ltd.(Client : Taboola)

April 2018 – Present

Project: Newsroom

Taboola's Newsroom is an enterprise application that enables publishers by providing advanced analytics, a/b testing, and performance insights on their published content. It is an essential tool for the editorial team which is used by the world's largest publishers to plan and optimize editorial content, increase readership and more effectively monetize. Newsroom directs editorial decision makers to the headlines, thumbnails and placements that have the best chance of driving engagement in real-time. It also analyzes insights from the Taboola network's to see what readers are actually reading elsewhere around the web.

- Leading a team comprising of **Implementation specialists , Solution engineers and Software engineers**
- Working with **scrum team** which is focused on adding and maintaining front end features of product
- Responsible for project scoping, **task prioritization**, task break down and resource allocation, management of timelines of the project , **facilitation of stringent sprints**
- Managed on-boarding 1500+ publishers to use the editorial tool, suggesting and tweaking parameters for existing to help publishers expand and monetize their digital audiences.
- Launched **custom Javascript & CSS integrations** for premium publisher clients such as NBC News, E! Online, Tribune Digital, Business Insider
- Spearheaded the implementation of Mailbridge integrations to monetize content in premium publishers like NewsAtlas, YourLifechoices, NikiB, etc .
- Working with multiple stakeholders for delivering accelerated lead generations and implementation of features like Explore-more, next-up, A/B testing and multivariate experiments, optimizing landing pages and user funnels, Ads Facebook library for video ads that led to larger user engagement and in turn increase in gross revenue .
- Collaborate with Product and R&D on data driven product improvements and feature requests
- Delivered superior **training** and leadership to the team members to boost performance and help team members achieve performance targets.
- Providing **production support**, solve root-cause issues on a day-to-day basis and delivering consultative support on the best practices to **increase ROI**
- Have always adhered to **SLA and KPI's**(key indicators) agreed upon with the clients and proactively flagged issues to rightful channels
- Organized **daily maintenance and routine support**, ensured the quality of projects was delivered on time as well as the customer's satisfaction rate
- **Technical skills:** ReactJS, NodeJs, HTML, CSS and JavaScript, MySQL , Fiddler/Charles, Chrome dev Tools, GeoEdge, Lighthouse, the developer console, page speed.

Team lead (Client : PerfectMarket (Currently acquired by Taboola in New York)) Jan 2009 – March 2018

Roles & Responsibilities:

- Led a team of 10 members responsible to support PerfectMarket products, a provider of software solutions for driving traffic, engagement and revenue by content recirculation, social discovery, **search engine optimization (SEO)**, on-site promotions and ad optimization
 - **Post-merger led the team to ensure a smooth migration** of business processes of Perfect Market to Taboola.
 - **Trained new members** in the team on the tools and processes to bring them up to speed.
 - **Managed the Post Release support** in monitoring, editing & deleting published online content with quick turnaround times.
 - **Ran operations for publishing content** of 50+ premium news organizations like CNN, LA Times, NBCNews.com, ChicagoTribune.com to be ranked in search engines like Google, Yahoo & Bing. This contributed up to ~20% of the site traffic & revenue for leading publishers.
 - After acquisition of ConvertMedia by Taboola, **lead a team that quickly validated** video units for bulk publishers.
 - Developed highly customized user interfaces for web-based
 - Extensively worked on Google AdSense ads on high traffic publishers including LA Times and CNBC.
 - Added various javascripts snippets(google analytics, omniture,etc) on site which helped to tracked the values
- Technical skills:** HTML, CSS and JavaScript, Perl, PHP,MySQL API, Bootstrap, Fiddler/Charles, Chrome dev Tools, GeoEdge, Solr

**Project done in CDAC- Bangalore
Software Engineer**

Dec 2006 – Dec 2008

Project: Paryavekshnam
Role: Developer
Environment: PHP, JavaScript, HTML, CSS

Roles & Responsibilities:

- Understanding the High Level design Document
- Analyzing the Requirements and Design.
- Involved in GUI design and development using PHP and database connection using MySQL.
- Involved in Internal testing and Bug fixing

REFERENCE

Will be provided on Request