AYUSH KUMAR

Greater Noida, Uttar Pradesh

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Objective

- **Strong Technical Expertise:** Proficient in java programming language like Java, Python, HTML, CSS, JavaScript. Experience with Framework Spring Boot, React, Microservices.
- **Results-driven Sales and Affiliate Marketing:** Professional with 1.5 years of experience in driving revenue growth and implementing performance-based marketing strategies.
- **Team Collaboration:** Adept at working in cross – functional teams and communicating effectively with stakeholders. Experience mentoring junior developers.

Relevant Coursework

- Marketing Platforms: [e.g., Google Analytics, SEMrush]
- Design Tools: [e.g., Canva, Adobe Creative Suite]
- Productivity Tools: [e.g., Microsoft Office Suite, Slack]

Experience

Capgemini – Data Analyst   **Oct – Present 2024**
- Implemented custom Microservices and REST APIs, enhancing applications
- The presented architecture fosters seamless integration between services, ensuring a smooth and efficient customer experience.
- The microservice approach offers scalability and agility, allowing for easy expansion and adaptation to meet evolving business needs.

Sewa City -Business Analyst   **May- November 2023**
- Manages and enhance the services of the web solution.
- Designed and executed data-driven affiliate marketing strategies that led to a 30% increase in monthly affiliate-driven signups.
- Collaborated with influencers and content creators to promote sewacity's platform, expanding affiliate reach by 50%.
- Created high-converting promotional materials, including banners, landing pages, and email templates for affiliates.
- Partnered with the product team to align affiliate campaigns with Shopify's overall marketing goals.

Projects

- Udemy Affiliate Program, Promoted online courses via affiliate links on educational blogs or social platforms.
- Collaborated with instructors to create exclusive discounts for affiliate campaigns.
- An e-commerce platform, using Spring Boot, Microservices and Rest APIs to designed for books, e-books, stationery, and educational tools.
- Developed a microservices based application with an API gateway developed using spring cloud gateway and backend APIs for efficient service management and routing.

Technical Skills

- Languages: Core Java, HTML, CSS, ReactJS, SQL, Blockchain
- Database: REST API, Hibernate, PostgreSQL

Education

C.V Raman Global University   **2019- 2023**
Bachelor of technology – *CGPA*: 7.50