

Harpreet Singh

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WORK EXPERIENCE

Web Analyst (Kwebby | Mohali)

Mar 2024 – Mar 2025

Project: Kwebby Website Analytics Tagging

- Implemented Google Analytics tracking using Google Tag Manager.
- Created tags in Google Tag Manager to capture different events (page view/link click/scroll/element visibility/youtube video tracking etc)
- Developed custom jQuery and Java Script code for different tracking solutions.
- Verified tracking events using Google Tag Assistant and debugging tools.
- Tested and validated tracking implementations using Omnibug and browser debuggers.
- Created and managed rules within Adobe Launch
- Created Data Elements in Adobe Launch
- Analytics tracking scripts provided to Web Dev team to add it on individual web pages.

TECHNICAL SKILLS

Google Analytics | Google Tag Manager | Adobe Launch | JavaScript | jQuery | GitHub | Html | Css

Front End Developer (Kwebby | Mohali)

Aug 2023 – Feb 2024

Project: Kwebby

- Successfully built and launched responsive websites from scratch using HTML, CSS, JavaScript, Bootstrap, and Tailwind CSS, ensuring seamless user experience across devices.
- Converted static websites into dynamic WordPress themes using PHP, enabling easy content management and user-friendly backend functionality.
- Utilized ChatGPT to streamline development tasks, debug code, and implement efficient solutions, significantly reducing development time.
- Applied modern front-end frameworks to create visually appealing and intuitive user interfaces, improving overall user engagement and satisfaction.

TECHNICAL SKILLS

Html | Css | JavaScript | Bootstrap | Tailwind CSS | Figma | Wordpress

EDUCATION

Bachelor of Computer Applications (BCA)

Dec 2020 - Jun 2023

Smt. Aruna Asaf Ali Govt. P.G. College, Kalka (India)