

ESHA GUPTA

Software Engineer

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Noida, UP



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EDUCATION

Parul University, Vadodara, GJ

B.E Computer Science & Engineering
2017-2021

Rajendra Singh School, Firozabad, UP

Intermediate(10+2)

SKILLS

- Python(Django, REST API)
- HTML
- CSS
- JavaScript
- Shopify
- Java
- DSA
- My SQL

LINKS

- Github:- [@guptaesha](#)
- Hackerrank :- [@eshagupta6699](#)
- Leetcode:- [eshagupta6699](#)

CERTIFICATES

- Merge Intern Web Development Bootcamp
- Internshala -Web Development Training
- Data Pro- Fundamentals of C Programming

PROFESSIONAL EXPERIENCE

Appsuccessor Media PVT LTD | Software Engineer

June 2022 - Present

- working on SaaS - Marketing App Attribution (Appsflyer, Branch, Kochava, Adjust, etc) for user behavior Simulation. Analyzing churn rates, identifying retention trends, and suggesting strategies to improve user engagement and retention also evaluate the return on investment (ROI) for different marketing channels and campaigns.
- In addition worked on Automation scripting in Python, Working with 3rd party APIs (Lumtest, Geopy), Replicating 3rd party APIs, Web Scrapping(bs4), Cryptography (AES encryption, SHA256), API automation scripting, RESTful APIs and JSON object

MeroxIO IT Solutions PVT LTD | Shopify Developer

August 2021 - May 2022

- Worked on store setup and customizations in Shopify.
- Worked on SEO for websites.
- In addition created desired features for web stores as per client in javascript.

PROJECTS

Login System

- Create a login/signup portal using Python (Django)

Shopify Web Projects

- Design and develop website features as per client requirements (wellify.in, esmelearning.com).

E-Health Card

- An Online portal consists of medical health records for a user with ML implementation. Also contains previous health records for better treatment.