

# Rajasekar U

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**Location:** Chennai, India

## Objective

Aiming to begin my career as an engineer, my objective is to contribute to the development of robust and scalable software systems. I seek opportunities to enhance my technical skills, embrace industry best practices, and achieve excellence in engineering.

## Professional Skills

- Strong knowledge of Java Development Environment and Eclipse IDE.
- Proficient in both hardware and software troubleshooting.
- Skilled in using and configuring tools like SQL Server, Git, Eclipse, Maven, and Tomcat.
- Knowledge of web services and writing UNIX shell scripts.
- Experience with SQL and relational databases like MySQL and Oracle.
- Strong interpersonal skills, with a willingness to take on challenges and responsibilities.
- Effective at explaining technical issues in non-technical language and active listening.

## Marketing Skills

- **Digital Advertising Platforms:** Proficient in Google Ads, Facebook Ads, Instagram Ads, and LinkedIn Ads.
- **SEO & SEM:** Expertise in keyword research, on-page and off-page SEO, and tools like Ahrefs and SEMrush.
- **Content Marketing:** Skilled in strategy development, content creation, blog writing, and video marketing.
- **Social Media Marketing:** Experience in organic and paid campaigns, analytics, and community management.
- **Email Marketing:** Expertise in campaign creation, automation, A/B testing, and tools like Mailchimp.
- **Data Analysis:** Proficient in marketing metrics, ROI tracking, and tools like Google Analytics and Tableau.
- **E-commerce Marketing:** Knowledge in product promotions, marketplace optimization, and retargeting ads.
- **Marketing Automation:** Hands-on experience with HubSpot, Salesforce, or similar tools.

## Education

- **Master of Computer Application (MCA)**, Dr. MGR University, Chennai (10/2021 – 04/2023)  
*GPA: 7.76*
- **Bachelor of Computer Application (BCA)**, Dr. MGR University, Chennai (10/2018 – 05/2021)  
*GPA: 6.87*
- **Higher Secondary Education (HSC)**, M.L.M. Mamallan Matric Hr. Sec. School, Kanchipuram (06/2017 – 05/2018)  
*60% in Computer Science*
- **Secondary School Leaving Certificate (SSLC)**, SSKV Boys Matric Hr. Sec. School, Kanchipuram (05/2015 – 05/2016)  
*79%*

## Projects

### **Detecting the Pragensifraud Agents Preventing in Online (01/2023 – 03/2023)**

**Tools:** Core Java, JSP, MySQL

- Designed and implemented a fraud detection system using Java technologies to safeguard online transactions.
- Conducted data analysis on transaction logs using Java libraries to identify patterns and anomalies.
- Built predictive models for fraud detection using machine learning algorithms (e.g., Random Forest, Naive Bayes).
- Implemented real-time monitoring using Java's multithreading capabilities to detect and respond to fraud.
- Orchestrated the redesign and relaunch of a website, achieving a **25% increase in online sales** and a **40% improvement in navigation**.

### **Smart Analysis of Medical Reports (01/2018 – 03/2018)**

**Tools:** Core Java, MySQL

- Developed a Java-based application to analyze medical reports and extract key information using NLP techniques.
- Created robust data parsing modules to extract structured data from medical reports in formats like PDF and text.
- Integrated a relational database (**MySQL**) to store and manage extracted medical data.
- Utilized JDBC for database connectivity and SQL for data manipulation.

## Certificates

- Completed **Java Full Stack Development** at PUMO Technovation (01/2023 – 03/2023).
- Proficient in troubleshooting hardware and software issues.
- Configurations expertise in **Operating Systems:** Windows and Linux, including OS installations.