Himanshu Kumar

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EDUCATION

Vellore Institute of Technology, Bhopal, Madhya Pradesh
Aug 2023 - May 2025
Master of Computer Application
CGPA: 7.62

Institute of Management Education, Ghaziabad, Uttar Pradesh
Sep 2020 – July 2023
Bachelor of Computer Application
Percentage: 70.19

SKILLS

- **Productivity Tools:** Microsoft Office (Excel, Word, PowerPoint).
- **Marketing & Growth:** Google Analytics, Mixpanel (basic), Conversion Rate Optimization (CRO), User Acquisition Strategies, A/B Testing, Digital Marketing Fundamentals, SEO (basic)
- **Technical:** Java, JavaScript, React.js, Node.js, Express.js, MongoDB, SQL, HTML, CSS, Tailwind CSS
- **Data Analysis:** Microsoft Excel (Pivot Tables, VLOOKUP), Google Sheets, Data Visualization (Tableau/Power BI - basic)
- **Tools:** Git & GitHub, Visual Studio Code, Postman, Microsoft Office

EXPERIENCE

Just Dial, Noida
Mar 2022 - Dec 2022
Position: Executive

- Collaborated with over **150** business owners to optimize product and service details for JD Mart's digital platform.
- Resulting in a **25%** increase in user engagement and a **15%** improvement in conversion rates through web catalogs.
- Conducted **100%** quality assurance in product and service details, leading to improved platform credibility.

NSB BPO, Noida
Aug 2020 - Nov 2021
Position: Document Auditor

- Worked with the **Airtel EV** Management team to verify and process customer application paperwork and related procedures.
- Reduced processing errors by 20% through careful document checks in a high-volume environment.
- Gained expertise in document management systems and cross-team collaboration.

Innovators & You, Remote
Feb 2021 - Mar 2021
Position: Business Development Executive

- Led marketing campaigns, managed online sales, and gave product presentations, increasing customer acquisition by 25%.
- Executed sales plans that increased revenue and expanded the client base, strengthening e-commerce and digital marketing
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PROJECTS

Study Notion Ed-Tech Platform | *React, Node.js, Express, MongoDB, JWT, Cloudinary, Tailwind CSS, REST API*
Oct 2024 - Present
- Developing an educational platform using the MERN stack, magnify content creation efficiency by 40%.
- Implementing user authentication, resulting in a 20% reduction in onboarding time for new users.
- Integrating seamless **Razorpay** for payments, targeting a 30% reduction in transaction processing and amplify engagement.

Van Vihar ⬮ | *React, Redux Toolkit, Tailwind CSS, Google Map API*
Aug 2024 - Sep 2024
- Integrated React-Google-Maps API on Van Vihar, increasing user engagement by 25% through enhanced interactivity.
- Customized map makers and features, aligning with site functionality and increasing location-based interaction by 30%.
- Optimized mapping performance, reducing load times by 40% boost in overall site efficiency. Visit Website ➔

CODING PROFILES

- **LeetCode**: Solved a rating of 1426, ranking in the top 30% by solving over **144** problems.
- **GeeksforGeeks:** Address **240**+ problems, earning a contest rating of 1480.
- **HackerRank:** Earned **5-star** rating in Java.