

Armstrong

Sr. Software Engineer

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SUMMARY

- Total 10+ Years of IT Experience as PHP Developer.
- Conducted in-depth analysis of sales, customers and merchant data, identifying possible growth drivers and using data analytics to solve critical e-commerce business problems and deliver awesome customer experience.
- Identified areas of improvement in order to increase website conversion, average order value, reduce bounce rate, improve customer retention & life time value and also optimized online user journey and experience across the website.
- Analyzed customer and competitor behavior, perform advanced analytics and modeling to predict customer behavior and provide analysis of customer
- Applied expertise in quantitative analysis, data mining, web analytics and the presentation of data to see beyond the numbers and understood how our users
- Adept in business process improvement, re-engineering, change request management, review process, and reporting escalation.
- Sound knowledge of PHP, Python,django,MySQL, HTML, Java Script, CSS
- Hands-on experience using MVC Framework like Code-igniter Framework.
- Contributing to the **design, development, testing**, troubleshooting and debugging of the software.
- Assign job role & reasonability, monitor progress of development
- Collect information to analyze and evaluate existing or proposed systems.
- Prepare detailed flow charts and diagrams outlining systems capabilities and processes.
- Understand and Analyze Business Requirement of Clients as well as In-house Projects
- Analyze market and user behavior and implement and enhance the existing products
- **Flexible, enthusiastic** and project oriented **team player** with leadership abilities to develop creative solution for challenging requirement of client.

TECHNICAL SKILLS

Programming : PHP, HTML, SQL, MySQL, XML,Python
Frameworks : CodeIgniter,django

PROFESSIONAL EXPERIENCE

Datajango Technologies Pvt Ltd Hyderabad, INDIA

Feb 2022 – Till Date

Sr. Software Engineer

ailearning.in is an exclusive Artificial Intelligence LMS Platform, the goal is to provide coded examples that help companies produce quick AI solutions. The industry ready content (short videos, notes and code examples) will help students and professions become an expert in AI application development. Well organized courses in ailearning.in will start from basics and dwell deep into all areas involved (mathematics, statistics, ML, DL, NLP and more...) in Artificial Intelligence.

Environment: Python,Django,Jquery

Fincare Bank, Bangalore, INDIA
Deputy Division Manager, Digital Technology

Aug 2020 – Jan2022

Worked on multiple Banking Products esign – emudhra for digital signature integration process for online customer registration process. Providing DB security encryption based on RBI guidelines. Aadhar verification API integration in Gold Loan Application.

Environment: PHP,MySQL,Python

OMICS International, Hyderabad, INDIA
Sr. PHP Developer

April 2015 – Jan 2020

OMICS International and its subsidiaries including iMedPub LLC and Conference Series LLC, Organize 3000+ Conferences across USA, Europe & Asia with support from 1000 more scientific societies and Publishes 700+ Open Access Journals which contains over 50000 eminent personalities, reputed scientists as editorial board members.

Environment: PHP,AWS, MySQL, HTML, CSS3, JQuery, Ajax

Responsibilities

- Involved in defining the project life cycle. Developed a vision plan that defined the primary goals and objectives of project. Analyze business requirements and segregated them into high level and low level
- Actively involved in gathering requirements from end users, involved in modifying various technical & functional specifications.
- Understanding business objectives and respective analytical objectives, addressed potential challenges with data availability in production pipeline that altered the scope of project
- Played a critical role at data preparation using exploratory data analysis techniques, identified few key drivers that improved the overall performance of model.

Websites

- <https://www.conferenceseries.com>
- <https://www.hilarisconferences.com>
- <https://www.euroscicon.com>
- <https://www.pulsusconference.com>

Reged,
Sr. Software Engineer

June 2013 – April 2015

Arkovi (reged.com) is social media(Like Facebook,twitter,linkedin,Rss,Website) archiving site. The site archives the information of the registered users that had in their social media websites and from the their personal websites. We are using the social media apicalls(face book api, twitter api, linked in api) for fetching the user's information.

Responsibilities

- Involved in defining the project life cycle. Developed a vision plan that defined the primary goals and objectives of the project. Analyze business requirements and segregated and prioritized.

- Assisted Project Manager in developing design and specification, according to the requirement and information gathered during information gathering sessions.

Environment: PHP, Apache, MySQL, HTML, CSS3, JQuery, Ajax.

Stouffer Reality, Inc. USA
Sr. Software Engineer

Sep 2012 - Jun 2013

Stouffer Realty is a complete real estate solutions and exceptional service throughout Northeast Ohio. This System will provide the Listings for users and creating coordinating system between agents and users.

Responsibilities

- Involved in defining the project life cycle. Developed a vision plan that defined the primary goals and objectives of the project. Analyze business requirements and segregated them into high level and low level
- Actively involved in gathering requirements from end users, involved in modifying various technical & functional specifications.

Environment: PHP, Apache, MySQL, HTML, CSS3, JQuery, Ajax

Social Blood
PHP Developer

March 2012 - Sep 2012

socialblood is a Facebook application that connects blood donors and recipients of the same blood type through Facebook. socialblood, has created a social space for thousands of potential blood donors and recipients to meet and potentially donate blood.

Responsibilities

- Involved in defining the whole project life cycle. Developed a vision plan that defined the primary goals and objectives of the project. Analyze business requirements and segregated them into high level and low level
- Actively involved in gathering requirements from end users, involved in modifying various technical & functional specifications.

Environment: PHP, Apache, MySQL, HTML, CSS3, JQuery, Ajax

Billion Schools
PHP Developer

Nov 2011 – March 2012

Billion Schools providing complete information of schools in USA including View parent ratings, reviews and test scores and choose the right preschool, elementary, middle or high school for public or private education.

Responsibilities

- Involved in defining the whole project life cycle. Developed a vision plan that defined the primary goals and objectives of the project. Analyze business requirements and segregated them into high level and low level
- Actively involved in gathering requirements from end users, involved in modifying various technical & functional specifications.

Environment: PHP, Apache, MySQL, HTML, CSS3, JQuery, Ajax