

Aysha Siddiqa

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Career Objective

Would like to Pursue a challenging environment which would enable me to integrate my knowledge and skills to excel in whatever I do with self-confidence in the process of contributing to achieve the organizational and individual goals.

Educational Qualification:

Year	Class	Institution	Aggregate
2020	MCA	RNSIT Channasandra,	78.7%
		Uttarhalli main road	
		Bangalore	
2018	BSc in Computer Science, Electronics and Mathematics	Govt Science College,	76.45%
		Nrupathunga Road	
		Bangalore	
2012	II PUC	Venkatadri Independent	60.00%
		P U College, Chintamani	
2010	10 th	S F S High School,	84.60%
		Chintamani	

Academic Project Details:

Title: Profit Maximization for Viral Marketing in Online Social Network

Technical Skills:

- Programming Languages: Java, JSP, HTML CSS,
- Database: MySQL
- Scripting: JavaScript, jQuery

Statistics can remain revealed broadly and swiftly using the results "word of mouth" Internet social networks (OSNs). Epidemiologic publicizing is a common in which program certain seed users in OSNs cascading promote new products or commercial activities to other users. The selection of initial seed users brings the cost and the price of viral marketing into balance. We describe a general advantage metric in this paper, which Combines the benefit of naturally impact propagation with expense in epidemiologic performance collection. We conduct a thorough study in the search for a number to augment kernel protuberances epidemiologic publicizing yield. The profit metric is shown differs considerably which impact metric, because it's not there anymore monotonous. The issue of maximizing benefits differentiates from the conventional problem of influenza maximization. With good approximation guarantees, we create new seed selection algorithms to improve profitability. Moreover, we derive several upper limits to determine an algorithm 's realistic efficiency in any particular case. The effectiveness of our algorithms and technologies was demonstrated by experimental tests using actual OSN datasets.

Roles and Responsibilities:

- Involved in detail design of the project architecture.
- Involved in development of web pages – Owner Page, Login and Registration Page.
- Effectively used **CSS styling** for page designing
- Involved detail unit testing of each module.

Title: Indian Military Database – 4th Semester, MCA**Technical Skills:**

- Programming Languages: PHP, CSS,
- Database: MySQL
- Server: Glassfish
- Scripting: JavaScript, SQL Scripting

Indian military database is a web-based application service, which provides a user-friendly and an interactive GUI for the military to sign up, add and update the soldier details. The public can sign in and only view the details. This web service aims at providing free flow of information within the college campus. MySQL database, which is a RDBMS, is used to store all the data. This web service facilitates a platform for every person belonging to the country to express their thoughts and get an audience for their interest.

Roles and Responsibilities:

- Involved in detail design of the project architecture.
- Involved in creating tables in **MySQL** database and wrote the queries to fetch the data.
- Effectively used **CSS styling** for page designing

Work Experience

Organization	Duration
Elegance Enterprises	Jan 2020 – Jan 2021

Project Details:

1. Reliaable Developers

Role: Sales executive

Project Description: Recognised as one of the most prolific and world-class property developers in Bangalore. All projects are developed in prime locations encompassing reputed schools, colleges, hospitals, entertainment hubs and shopping complexes.

Responsibilities:

- Building rapport with a customer and subsequently closing the deal
- Building relationships with new customers and distributors
- Demonstrating products to customers
- Holding meetings to discuss progress of existing projects
- Deal with customer feedback, enquiries, complaints and refunds
- Ensuring that business paperwork is stored in a secure location
- Protecting client's personal data and information
- Using negotiation and communication skills to sell new products in small retail outlets to maximise shelf space and increase market share

- Ensuring sales targets are met before the specified deadlines
- Supervising junior sales representatives
- Participating in meetings with the organisation's board of directors

2. Elegance Enterprises:

Role: Search Engine Optimization Analyst

Project Description: Elegance Enterprises website

Responsibilities:

- Developed search engine optimized web pages like titles, contents and other descriptions.
- Worked as front end developer and developed webpages using **HTML5, CSS, Bootstrap and JS.**
- Formulated client reports.
- Interpreted web analytics data and evaluated visitor traffic.
- Website Research (Responsive Check, URL Structure, Content Optimization, Heading Tag Check)
- Keyword Research Using Google Keyword Planner Tool
- On-Page Optimization (Title, Description & H1 Tag Creation, Content Optimization and interlinking, alt tag optimization, xml sitemap creation, robot.txt creation)
- Off-Page Optimization (PR Submission, Article submission, Blog Posting, Classified Submission, Guest Blogging, Bookmarking etc)

Technical Skills:

Operating Systems	Windows XP/Vista/7/8 Unix.
Programming Languages	C, JAVA, HTML, PHP, J2EE, JSP, jQuery
Database	Oracle

Highlights of Additional Skills:

- Hands-on experience in Surfing the Internet and conducting online research.
- Profound knowledge of search engines
- Excellent written and oral communication skills
- Proficiency in MS Office applications, especially Excel, Word and PowerPoint.

Personal Details:

Name: Aysha Siddiqua

Date of birth: 8 December 1993

Fathers Name: Abdul Rasheed S

Gender: Female

Languages Known: English, Kannada, Urdu, Hindi and Telugu

Strengths: Creative, Disciplined, Committed, Patient and Action oriented

Declaration:

I hereby declare that the above statements are correct and true to the best of my knowledge.

Place: Bangalore

(Aysha Siddiqua)