<u>**Resume**</u>

**Rajendra Mishra**
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## Career objective

To exceed organization's and client's expectations by delivering quality solutions and utilize my technical  skills for excellent outcomes. Additionally, I will take every assignment in a challenging spirit and will  complete it responsibly by putting in a lot of devotion and hard work.

## Highlights of Qualification

- Experienced in product development, tools development, quality analysis and partner management with higher education in engineering.
- Exemplary problem solving skills, able to identify problems and implement corrective processes.

## Significant Project Accomplishments at Google

### Globallogic Pvt. Ltd. {Client site: - Google India Pvt. Ltd}
**Google Now cards (Dashboard and Tool Specialist)**
*(Project Objective: Analysis the data and create dashboard as per the requirement of process and maintenances of tools)* **Senior Software Engineer - September.2019 – Present**

Google Now was a feature of Google Search of the Google app for Android and iOS. Google Now proactively delivered information to users to predict (based on search habits and other factors) information they may need in the form of informational cards.

**Role and Responsibilities:**

- Designing and maintaining data systems and dashboard: this includes fixing coding errors and other data-related problems.
- Mining data from primary and secondary sources, then reorganizing said data in a format that can be easily read by either human or machine.

**Tools Used:** Python, Google App Script, Google Sheet, Google Doc, MS-Excel, Google Colab, SQL.

### Cognizant Technology Private Solutions {Client site: - Google India Pvt. Ltd}
**Brand Auction Campaign Launch (gTech Ads)**
*(Project Objective: Implement live changes to the account of the LCS customer using Google tools)* **Senior Process Executive - April.2018 – August.2019**

We at BACL Implement live changes to the account of the LCS customer using Google tools (AdWords Editor and AdWords Front end). Setting up AdWords account and implementing the ad creatives for product promotions.

We work on Adelphi and g-Cases in order to interact with the client.

**Role and Responsibilities: :**
- **Campaign Implementations:** Implementing live changes in the campaigns and end to end creation of campaigns/ Ad groups.
- **Account creation:** Creating new AdWords accounts under existing MCCs. Assigning Business

POD to the Account Managers (Googlers) who handle clients accounts.

- **Brand Safety Exclusion:** Implement keyword, topic, category, placement exclusion in the  campaigns
- **RLSA :** Implement Remarketing list to the search campaigns.

**Tools Used:** Google AdWords, Auto-click, Control Center,Google App Script, Google Sheet, Google Doc, Tableau and Google Data Studio.

## Globallogic Pvt. Ltd. {Client site: - Google India Pvt. Ltd}

Travels-Google Flights Search and Google Shopping
*(Project Objective: Launch flights search and booking engine on Google)* **Analyst II and Software Development Engineer March.2014 – May.2018**

Google Flight Search is a new tool introduced by Google Corporation. It enables the user to get  information about the flights and its prevailing rates. Google Shopping helps to find the user's best product of their interest.

**Role and Responsibilities:**

- Link the Google Ad-word account to the Merchant center.
- To ensure that Google Flight search redirects users to the correct page for booking without entering the flight details again.
- To link various online flight reservation sites to the tool in order to ensure that the user gets the  best available prices.
- To track bugs in the product using Google Buganizer and reporting the same by giving feedback to the developers.
- Analyzing raw data, drawing conclusions and development recommendations.

## Technical Skills:

**Programming** : HTML , CSS , Javascripts, Regular Expression and Python.
**Analytics Tools:** SQL ,MS-Excel,Google Sheet, Google Doc, Google App Script, Google Colab, Google Data Studio and Tableau.

## Educational Qualifications:

Uttarakhand Technical University, India
**Bachelor of Technology**, Computer Science and Technology

**Declaration :**
I hereby declare that all the above information provided by me is correct to the best of my knowledge.

Date:                                                                                                    Sign: