- **Rashi Goyal**   **Email: rashigoyal03@yahoo.in**
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Stackoverflow :https://stackoverflow.com/users/1682611/sunshine

PROFESSIONAL SUMMARY

- 8+ years of IT experience in development of web based applications
- Extensively worked on web-based applications on development environments using **PHP**, **MySQL**, **Ajax**, **Web Services**, **JavaScript**, **jQuery, HTML, CSS, Bootstrap** and **Database Design and Analysis, RabbitMQ, WhatsApp integration, LMS,One Signal Push Notification, AWS SQS, Queue Knowledge**
- Expertise in deployment environments Apache, Ngnix

SKILLS

Languages	PHP
Frameworks	Laravel, CakePHP, CodeIgniter
CMS	Drupal 8, Wordpress
JavaScript Libraries	Node.js, jQuery, AJAX, JSON, Vuejs
Third Party Integration	RabbitMq,One Signal,Twitter, FBConnect, Pinterest, Google Ads, Google Events, Google Map, Google Analytics, Janrain Engage, YouTube, Ads Insights API, Audience Insights,Twilio API
Conversion Tools	JWPlayer
API/Web Services	iPhone, Android web services, Push Notifications
Payment Gateway	PayPal Integration, PayPal Adaptive APIs, Stripe Integration, Clickatell,Karix mobile service, Mandrill, LinkedIn, Facebook
Web Server	Apache Tomcat, WAMP, LAMP
Scripting Languages	PHP
Designing Languages	HTML5, CSS3, Bootstrap
Development tools	CPanel, WinSCP, Putty, Sublime, Notepad++, FileZIlla**,** MySQL Workbench, SQLyog, JIRA, GIT,Bitbucket
Operating Systems	Windows, Linux

WORK EXPERIENCE

August 2018 - Present Wishfin Senior LAMP Developer and leading a team.

September 2017 – August 2018   Senior Software Engineer Weblanterns Marketing Pvt. Ltd.

July 2016 – September 2017 Senior Laravel Developer Syptus Marketing Solutions

Nov 2015 - Feb 2016 Senior Software Engineer Amvrin Systems Pvt. Ltd.

May 2012 – May 2015   Senior Software Engineer
                     Evon Technologies, Dehradun

Feb 2011- Feb 2012 Intech Software Intech Group of Companies
                     Software Engineer

EDUCATION

- M.Tech in **Computer Science & Engineering** from **Graphic Era University, Dehradun** with C.G.P.A of **7.9**.
- B.Tech. in **Information & Technology** (2006-2010) from **Shobhit Institute of Engg. & Technology** affiliated to **Uttar Pradesh Technical University** with **73%** aggregate.

CORE COMPETENCIES

- Track & understand Requirements, Functional Project Plans and write & Structure and documentation.
- Maintaining existing codebase, to include troubleshooting bugs and adding new features.
- Good knowledge of Rest service and any Rest Service Client, experience of developing and consuming back end web services.
- Good Understanding of code versioning tools, such as Git/Bitbucket/SVN.
- Open to work in startup culture with pressure handling capabilities.
- Good understanding of Core & Advanced PHP frameworks and Design Patterns.
- Ability to articulate business requirements and processes into software specifications.
- Participation in various design discussions within team and with business.
- End to end Development of Web Application development
- Exploring upcoming new features of Web Platforms.
- Familiarity with continuous integration.
- Conceptual knowledge of manual Testing and knowledge debugging with unit testing.
- Experience with agile development mode (SCRUM).

WISHFIN PROJECTS

> **Lead Management System-** LMS is an admin dashboard prepared for agents who are successfully running it for two call centres located in Noida, Gurgaon and Mumbai. This system is the heart of the product having involved various roles like Super admin , Admin, and Agents. Agents call to clients and sell various products related to health and term plans. Various leads are entered into the system when various campaigns run on Facebook and Google and other social media platforms. Super Admin and Admin roles to keep a track on the complete system through MIS, Trackers and various other business logic provided dashboards. Leads are captured and divided among agents based on the Lead Score which assigns value to a lead that generate business. LMS includes many insurers integration like HDFC, CANARA HSBC, Religare Heatlh etc. LMS also have a missed call feature where giving a missed call on a number will automatically a lead is generated for that user and agents reach to them with-in an

hour. One Signal API are used to push desktop notifications based on various situations such as inactivity of an agent, lead schedule time and many other.

Roles & Responsibilities:

➢ My key role in project is to gather information from business then creating a wireframe of the product so as to analyse all factors for an optimised product. Prepared and execution of functionality of various modules,

➢ I was responsible for developing the complete model from Leads generation, leads calling architecture, MIS, keeping a track of slow query logs and apache logs in order to optimise the performance of the product with the growing data. to of all the activities, writing logic for cron jobs to run on daemon or crontabs for various functional models.

➢ Involved in end to end integration of REST/SOAP API of third parties technical team(HDFC,ICICI, BHARTI AXA) with our product.

➢ Agile methodology is used.

➢ Master Slave pattern on server and each request is handled by load balancers. Using R sync between master and slave mysql replication is done.

➢ Read queries are handled from Slave Database servers where as write queries are route to master servers.

➢ Each and every module is database driven.

➢ To make sure any module developed is extended without affecting core functionality.

➢ Redis is used for caching so that queries does not hit master server to reduce load.

➢ Weekly analysis for slow queries and apache logs to optimise the product performance and scaling of the reports related to agents which are fetching around an year data.

➢ End to end processing and setup of feature from UAT, Stage to production.

➢ Monitor and Managing daemons and cron jobs to function as expected in the product.

➢ Need to be in sync with team thus guiding and working together in a team to roll out the feature.

URL: https://www.wishpolicy.com/iface/campaign-term-insurance.php
https://www.wishpolicy.com/iface/campaign-health-insurance.php
Team Size : 3
Technologies: Laravel, MYSQL,Whatsapp API, Linux Server, HTML, Bootstrap, JIRA, GIT

➢ **Motor Insurance on Whatsapp-** This is first ever product in the world to sell motor insurance on Whatsapp. A complete chat bot system is created using Facebook Whatsapp Manager API and Laravel, MYSQL. Insurance is in collaboration with third party Bharti Aexa Life Insurance. It is a complete different module with high end architecture using like Events, Queues, Sharding of tables etc.

Roles & Responsibilities: Prepared and execution of end to end functionality of integrating Whatsap API's to send and receive messages from Whatsapp into our system and vice-versa.

➢ Setup of docker server on development server in order to talk to the whatasapp API. Webhooks are created to receive and notify the user on real time.
➢ Real time analysis of data
➢ Sharding is implemented to divide leads received from various mobile numbers.

Team Size : 3
Technologies: Laravel, MYSQL,Whatsapp API, Linux Server,JIRA, GIT

⬚ **Call Automation System -** This project is related to the dialer functionalities used in the call centres. Predictive dialling is one word for this project where calls are directly placed on dialers randomly selected from the system for agents. For every agent in a call centre there is a set of bucket into which leads are assigned. This automated tool is controlled by super admin where agents are marked for their availability and non-availability based on to which calls are placed for an agent automatically one after the other.

Roles & Responsibilities:
⇨ Preparing the development environment for UAT, STAGE and Production .
⇨ I have handled this complete project end to end starting from writing logic to place a call for an agent automatically as soon as an agent is made available and interacting with third party dialer API and on capturing logs after the call is disconnected and to put on next call. Lead to be called is decided under various scenarios such as scheduled time, call back , follow-up time etc.
⇨ This project included a complete history of calling structure with all call records and recordings so based on this data I have developed MIS are generated for agents which gives statistics like total talk time, total activation time, on call time, hold time etc.

Team Size : 2
Technologies: Laravel, MYSQL,Whatsapp API, Linux Server,JIRA, GIT

WEBLANTERNS PROJECTS

➢ **FTP to Amazon S3** - An application developed in Laravel which schedules a job that transfer file from ftp server to Amazon s3 periodically.
Files are multi-media in the form of images, .mp3 files etc

- ➢ **DM Board -** A digital marketing board developed in Laravel, Bootstrap and jquery with Mysql. It is a marketing platform through which we can createand schedule campaigns on Facebook and can directly post facebook posts, and get the data of campaigns realtime.

  Roles & Responsibilities:
  - ⇨ Involved in complete RnD of Facebook API for FB campaign integration.
  - ⇨ Develop business logic to schedule FB campaigns to generate business.
  - ⇨ Responsible to create a user friendly UI and admin pannel with full navigation.
  - ⇨ All tasks were managed through JIRA

  Team Size   : 2

  Technologies: Laravel, MYSQL, Jquery, Bootstrap, Linux Server

- ➢ **Super Market Online Store -** It is a marketplace with vendor management system it will be a marketplace extension in which products from multiple independent supermarket appear in the common product catalog and admin do shop at one web store even if admin products are supplied by hundreds of different vendors from all over the world. it works on two perspectives firstly from admin side increases the inventory of products through vendor's products and vendor can sell their products from admin shop.

  Roles & Responsibilities:
  - ⇨ Write down complete scope of the project as per the client requirements
  - ⇨ End to end delivery of product from wireframes to an optimized product with proper testing
  - ⇨ API development as required to fetch and provide vendor and product details
  - ⇨ All tasks were managed through JIRA

  Team Size   : 2

  Technologies: Laravel, MYSQL, Jquery, Bootstrap, Linux Server

SYPTUS PROJECTS

- ➢ **Datax-** Datax is in-house product of Syptus where various APIs are integrated for which data is fetched for respective APIs. API which we have integrated are Facebook AdInsights, Facebook Custom Audience, Google Adwords, Youtube API, Facebook Graph API, YouTube API, Twilio, Google Adwords API . Based on the company's application data is fetched from various API which is tracked and traced on dashboards to process information which is readable and on the basis of statistics actions were taken.

Roles & Responsibilities:

⇨ Preparing the development environment and installation required packages and Server

⇨ Integration of all the FB and Google API with the logic and write an optimised code to handle the product.

⇨ All tasks were managed through JIRA

Team Size : 2

Technologies: Laravel, MYSQL, Jquery, Bootstrap, Linux Server

➢ **AlphaConnect-** Alphaconnect is platform where we keep track of multiple users having different roles. This project has a huge concept where we fetch details from Limelight CRM and Konnective CRM. For the data parsed for a user API we created reports in PowerBi for proper data monitoring. Dashboard reports are created using Power BI where querying data on Azure servers. Complete product to handle CRM products with high end functionality to sync with the respective API by mentioning the required end-points.

Technologies: Laravel, MYSQL, Jquery, Bootstrap, Linux Server

AMVRIN PROJECTS

 E-Magnum - E-commerce platform which deals with selling antique items, wall panels of vintage cars and motorcycles. Inventory management system was created for Admin management along with the front-end look and feel. Cart system was developed where user was able to add products in the cart and payment was made online using PayPal.

Roles & Responsibilities:

⇨ Preparing the development environment and installation required packages and Server.

⇨ Development of organization tree module with UI integration for the same.

⇨ I was involved in end to end interaction with the client.

⇨ Design and development of web application

⇨ Setup and test staging and production server and to test end to end functionality.

⇨ All tasks were managed through JIRA

Team Size : 2

Technologies: Laravel, MYSQL, Jquery, Linux Server, HTML, CSS

- **Numeric HR - Numeric HR** is an ERP tool providing facilities for recruitment and staffing for startup and HR agencies.Complete product to develop and trace the history of a candialture from new to selected or rejected. Basis on which points were calculated for the agencies and rewards were announced on the basis of the statistics.

     Roles & Responsibilities:
  - ⇨ Preparing the development environment and installation required packages and Server.
  - ⇨ Gather project information from the client
  - ⇨ Handle challenges within the project and provide a scalable product.
  - ⇨ All tasks were managed through JIRA

Team Size   : 2

Technologies: Laravel, MYSQL, Jquery, Linux Server, HTML, CSS

EVON PROJECTS

- **DigitalGuru-** DigitalGuru is a job portal site. There are multiple roles into the site. Gurus posted various jobs into the site and site users can apply for the same. This site is under development and it is developing in Drupal 7.

     Roles & Responsibilities:
  - ⇨ Preparing the development environment and installation required packages and Server.
  - ⇨ Development of organization tree module with UI integration for the same.
  - ⇨ I was involved in end to end interaction with the client.
  - ⇨ All tasks were managed through Trello Tracker

  URL: http://www.digitalgurus.co.uk

  Team Size   : 2

  Technologies: Drupal 8, MYSQL, Jquery, Linux Server

- **JackRaffit** – JackRaffit is a web application were users a registered as raffle organizers and as registered users. Raffle organizers can create Raffles such that each Raffle will have their Raffle start time, end time, drawing time all real-time countdown are based on EST. Organizers has to pay a fee for Raffle creation. Were as users can buy tickets for any of the raffle and soon as draw takes place

winner and raffle organizer is notified through SMS using Clickatell Service and Email. Payments are made securely using Stripe payment gateway were we are securing customer credit card details for future use and user can also manage the saved card details.

Roles & Responsibilities:
- ⇨ Preparing the development environment and installation required packages and Server.
- ⇨ Completing all major and minor milestones as per the requirement.
- ⇨ I was involved in end to end interaction with the client.
- ⇨ Manage secure payments throughout the site.
- ⇨ All tasks were managed through Trello Tracker

URL: http://m.jackraffit.com

Team Size   : 1

Technologies: Cakephp framework, MYSQL, Jquery, Linux Server

- ☐ **KarmaCircles** – KarmaCircles provides a platform to thank and receive help worldwide for free. Find a person, request for an online or in-person meeting and thank them for their help by sending a thank you note. It provides to build social reputation in various skills. An Email tool is build for the same application in order to send bulk mails to thousands of users at a time. Various cron jobs are set to work to keep the product by syncing data from LinkedIn. This project is in continuation.

Roles & Responsibilities:
- ⇨ Preparing the development environment and installation required packages and Server.
- ⇨ Development of organization of the project.
- ⇨ I was involved in end to end interaction with the client, testing team, SEO team
- ⇨ All tasks were managed through Trello Tracker

URL: http://www.karmacircles.com

Team Size   : 1

Technologies: Laravel framework, MYSQL, Jquery, Linux Server

INTECH PROJECTS

- **Tastyeasy -** An online platform for restaurants to register and add complete menu with recipes and ingredients all fetched dynamically from Admin. Advance search performed on the restaurants added based on locations. Suggestions were provided to the user based on user location within a radius of 2KM. User were allowed to rate hotels and express emotion. Based on these ratings hotels were appreared in the search options. Complete dynamic product with end to end functionality handled from Admin

Roles & Responsibilities:

- ⇨ Interacting with client for end to end functioanlity understanding
- ⇨ Design and development of whole software using HTML, CSS, JAVASCRIPT, PHP (CodeIgniter Framework), MySQL.
- ⇨ All tasks were managed through Milestone Tracker
- ⇨

Team Size : 1

Technologies: Cakephp framework, MYSQL, Jquery, Linux Server

ACHIEVEMENTS

- Spark of the month awarded many times in Wishfin.
- Kudos award in Web marketing Pvt. Ltd. for completion of project before timeline.
- Appraised multiple times as best performer in Syptus.
- Has been awarded the best employee of the month multiple time in Intech Infotech.
- Won Spark of Evon in Evon Technologies for delivering project on time.

PERSONAL DETAILS

Date of Birth : March 20th 1989

Father's Name : Mr. Manoj Kumar Goyal

Mother's Name : Mrs. Anjali Goyal

Permanent Address : Assotech Windsor Court Noida

Languages : English, Hindi

Nationality : Indian

Hobbies   : Traveling, Playing games

DECLARATION:
I hereby declare that all the above information furnished is true to the best of my knowledge.

Date:
Place: Noida   **(Rashi Goyal)**