Rahul Verma

Web Analyst

Dedicated and results-driven professional with a robust background in web analytics, growth strategies, and development. Adept at implementing and optimizing data tracking solutions to catalyze business growth. Eagerly seeking opportunities to contribute my expertise in analytics and development to a dynamic team, driving innovation and achieving collective success.

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EDUCATION

Bachelor of Computer Science
SRM University

07/2018 - 07/2022   *Delhi NCR*

WORK EXPERIENCE

Tech Ops Engineer
Datahash

07/2022 - Present   *Dubai, United Arab Emirates*
Datahash's server-side tracking enables you to access compliant data without relying on third-party cookies, while maintaining a cookieless approach.

Responsibilities:
- Implement & set up Taghash (A Saas Tool) on clients websites & Apps.
- Implement and manage web analytics tools (e.g., Google Analytics) to collect data on website traffic, user interactions, and conversions.
- Identifying opportunities to optimize user journeys to increase conversion rates for all Web tracking platforms.
- Plan and conduct A/B tests to evaluate the impact of changes on website performance, user engagement, and conversion metrics.
- Manage and optimize website tagging to ensure accurate data collection and facilitate tracking of specific events, goals, or campaigns.

Front End Developer
Reformx Technologies

09/2021 - 04/2022   *Bangalore*
Reformx Consulting is a Web Development, Mobile Applications development & Staff Augmentation organization with a strong focus on Staffing solutions.

Responsibilities:
- Design and implement user interfaces for websites and web applications.
- Ensure the responsiveness and cross-browser compatibility of the applications.

Embedded System(Internship)
Bharat Electronics limited(BEL)
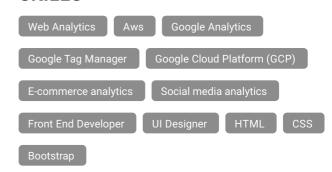
07/2021 - 08/2021   *Bangalore*
Bharat Electronics Limited (BEL) is an Indian state-owned company specializing in aerospace and defense electronics. It is renowned for producing cutting-edge electronic products for ground and aerospace use

Responsibilities:
- Worked on oxygen concentrator using MSP430 microcontroller.

SKILLS

Web Analytics   Aws   Google Analytics

Google Tag Manager   Google Cloud Platform (GCP)

E-commerce analytics   Social media analytics

Front End Developer   UI Designer   HTML   CSS

Bootstrap

PERSONAL PROJECTS

WEATHER APPLICATION
- This Weather application enable users to get details regarding weather conditions
- https://github.com/rahulverma695/Weather_App

DRUM KIT
- It is a simple musical game.The user has to use the keyboard in order to play the game.
- https://github.com/rahulverma695/Drum-Kit.git.

Web Based Relation Database Management System
- Charitable Trust Management System is designed mostly for orphanage home centers to achieve the orphan registration, adoption and maintenance.

CERTIFICATES

Google Analytics Individual Qualification
Skillshop - Google

Campaign Manager 360 Certification
Skillshop - Google (https://skillshop.credential.net/478e9581-5ab9-470a-b840-15f5655a094b *)*

Google Ads - Measurement Certification
Skillshop - Google (https://skillshop.credential.net/7fd490f4-6ee1-4c8f-8618-5a92d2b50e93*)*

Industrial Training Bootcamp On Software Development (10/2021 - 11/2021)
https://verification.givemycertificate.com/v/96dcfe1a-add2-41a1-b06d-5b52bbd81053

Postman API Fundamentals Expert (06/2024)
https://badgr.com/public/assertions/Xy9LL_sFTHeiFeuZR131TA