

Chand Pasha

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SYNOPSIS

- Hands-On experience in developing and deploying Google chromeExtension.
- Proficient in web analytics & Tracking tools like Google Analytics 360 & Google Tag Manager (GTM).
- Proficient in Office applications like Excel, Word & PowerPoint.
- Possess strong JavaScript OOP concepts, hands on experience in HTML5, CSS3, React.js & jQuery.
- Proficient in responsive, mobile-first development.
- Ability to improvise, grasp new skills and troubleshoot problems.
- Excellent team player, ability to work in a team as well as independently.

EXPERIENCE

AJIO.COM (Dec 2016 - Nov 2019)

A fashion & lifestyle ecommerce site is an extension of reliance's first pan- Indian ecommerce venture which deals with Women, Men & Kids wear.

ROLES & RESPONSIBILITIES:

- Helped in creating custom JavaScript for converting JSON data into required format like HTML, MS Excel etc.
- Helped in creating Custom JavaScript to track search results of the competitor site like Myntra.
- Helped in creating Google Chrome Extension which generated image information like image actual & used dimension, Size, Banner Name, Image Name, Altdetails.
- Creating and presenting daily, weekly, monthly, and quarterly reports relating to Conversion rate & Event tracking from Google Analytics 360 to Product management manager.
- Produce daily, weekly, monthly, and quarterly reports relating to Google app rating on Google play store to Product management manager.
- Produce daily, weekly, monthly, and quarterly reports relating to NPS to Product management manager.

Reliance Retail Ltd (Dec 2014 - Dec 2016)

E-commerce portal selling more than 12 categories products online in India.

ROLES & RESPONSIBILITIES:

- Populating daily weekly report on Jira status report of ongoing Stories& Defects.
- Conducted QA & Questionnaire sessions with 8 batches of interns hired from various colleges for testing Ajio site and creating and assigning all the defects to the respective stockholders.
- Creating and populating in depth report on defects, questionnaires and product reviews received from the interns.
- Product specification HTML template creation as Content Writer's needs.
- Produce daily, weekly, monthly, and quarterly reports relating to Conversion rate & event tracking from Google Analytics 360 to Product management manager.

HOMESHOP18.COM (Aug 2012 - Dec 2014)

E-commerce portal selling more than 12 categories products online in India.

ROLES & RESPONSIBILITIES:

- Product specification HTML template creation as Content Writer's needs.
- Marketing emailer template creation.
- Vendor wise Data management for future updates and uploads.

TECHNICAL SKILLS

- **UI Web Technologies:** HTML5, CSS3, JavaScript, React.js, jQuery.
- **Digital Marketing Tools:** Google Tag Manager, Google Analytics 360.
- **Frameworks & Libraries:** React.Js, Express.js, Node.js, jQuery, Bootstrap, Semantic-UI etc.

ACADEMICS

- 2018 BCA, Dr. C.V. Raman University, Kota, Chhattisgarh.