

SUMMARY

Motivated and versatile professional with a background in web development, digital marketing, and data analysis. Recently completed advanced courses in data analytics and visualization tools, including Python, Google Looker Studio, and IBM Data Science. Demonstrates strong problem-solving skills, self-motivation, and a passion for learning. Eager to apply technical expertise in data-driven decision-making, process improvement, and innovation across a variety of industries.

KEY SKILLS

- Programming & Web Development: PHP, HTML, HTML5, CSS, JavaScript, AJAX, MySQL
- Data Analysis & Visualization: Python (Pandas, NumPy), Google Looker Studio, IBM Data Analytics, Power BI, Tableau, R
- E-Commerce & Marketing: SEO, Google Ads, Google Analytics, WordPress, Shopify, OpenCart
- Database Management: SQL, MySQL, Data Cleaning, Data Transformation
- Soft Skills: Adaptability, Collaboration, Communication, Problem-solving, Client Relations

PROFESSIONAL EXPERIENCE

Data Analyst & Web Development Projects **Self-directed Learning and Hands-on Practice** *Jan 2023 – Present*

- Independently worked on data analysis projects using Python, Google Looker Studio, and IBM's data analytics tools to practice data cleaning, visualization, and reporting.
- Developed personal projects and simulations to demonstrate proficiency in extracting, analyzing, and visualizing data from diverse datasets.
- Gained practical experience in tools like Power BI, Tableau, and R through guided courses and self-paced learning, creating dashboards and reports to convey actionable insights.
- Engaged with online communities, contributed to open-source repositories, and participated in data-driven challenges to enhance coding practices and problem-solving skills.
- Applied data analysis techniques to optimize marketing strategies, improving web traffic and customer engagement through data-driven decision-making.

PHP Developer **eAura Technologies, King of Prussia, PA** *June 2016 – Feb 2020*

- Developed and maintained web applications using PHP, JavaScript, HTML, and CSS for small- and medium-sized businesses (SMBs).
- Designed and customized WordPress themes and plugins, incorporating e-commerce solutions for clients.
- Managed MySQL databases, optimized queries, and ensured secure handling of client data.
- Applied SEO best practices using Google Analytics and other tools, increasing client website traffic and visibility.

- Implemented cloud-based shopping experiences for SMB clients, integrating sales, inventory management, and front-end UI customization.

Customer Service/Style Consultant
Target Corporation, Malvern, PA
Sept 2017 – Feb 2020 (Part-time)

- Delivered exceptional customer service, addressing inquiries and resolving issues to maintain a positive shopping experience.
- Managed Online Pickup (OPU) processes, ensuring accurate and timely order fulfillment.
- Contributed to product presentation and visual merchandising, aligning displays with customer trends and preferences.

Freelance PHP Web Developer
Feb 2015 – Mar 2016

- Developed and maintained websites for small businesses, focusing on responsive design and custom functionality.
- Worked directly with clients to understand their needs and deliver tailored web solutions using PHP, HTML, CSS, and JavaScript.
- Implemented content management systems (CMS) such as WordPress and OpenCart for client websites.

Database Analyst & Web Developer
Sapna Technologies, Remote (UK/Germany clients)
Aug 2006 – Jan 2008

- Developed websites for international clients, utilizing PHP, HTML, CSS, and JavaScript.
- Managed data migration and validation projects using MySQL, ensuring data accuracy and integrity for client systems

EDUCATION DETAILS

Bachelor of Engineering (B.E.) – Information Technology
 Sept 2002 - June 2006
 Goa University, Goa, India
 Graduated in June-2006

Certifications, Trainings and Other Skills

- **IBM Data Analytics Professional Certificate**
- **Google Ads Course** (Google Digital Garage)
- **CRM Salesforce Training**
- **Google Data Analytics Professional Certificate**
- **C, C++ & Java Programming**

Additional Information

- Proficient in Git for version control and collaborative development on GitHub
- Familiar with Agile methodologies and working in fast-paced, cross-functional teams