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Anchal

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| **Objective** |  | Aspire to pursue assignments in Project Execution & Programming with a growth-oriented organization. |
| **experience** |  | **RNF TECHNOLOGIES Nov 2016 – JULY 2018**  **MapmyIndia Feb 2019 – Till Date** |
| **HIGHLIGHTS:** |  | * Currently playing an Einstein Analytics Developer role. * Creating Einstein datasets from using internal Salesforce data and external data sources. * Designing JSON, XMD, Dataflow and Dashboards. * Developing Static Steps, complex binding, * Manage every production environment support in EA. * Connect with Business Architecture team to get approval for new business enhancements. * Collaborating with Salesforce team to get the issue resolved. |
| **Experience detail** |  | **Mapmyindia**  **software developer (einstein analytics developer)**  **feb 2019 – till DATE**  **Project I**:  client mapmyindia (In-house project)  project My kbm (my key business metrics)  duration feb 2019 – till date  technology Einstein Analytics, Salesforce.com CRM, Force.com Platform  **project description**  My KBM stands for MY Key Business Metrics in which we are maintaining all the MapmyIndia Financial information for the pipelined projects, existing projects and generating KPIs like Net Revenue, Net Sales, Total Attrition, Chargeability and many more.  **Roles & Responsibility**   * Playing a role of Einstein Analytics Developer. * Creating Dashboard-Json-XMD. * Collaborating with Salesforce team to get the issue resolved. * Designs, develops, and maintains Classic and Flex Designer dashboards in Einstein. * Create Einstein datasets from using internal Salesforce data and external data sources. * Designing JSON, XMD, Dataflow. * Developing Static Steps, binding, * Understand and articulate fundamental business data concepts.   **Project II**:  client Elkay Plastics  project D&R  duration sep 2019 – feb 2020  technology EinsTein Analytics  **Roles & Responsibility**   * Playing a role of Einstein Analytics Developer. * Creating Dashboard-Json-XMD. * Collaborating with Salesforce team to get the issue resolved. * Designs, develops, and maintains Classic and Flex Designer dashboards in Einstein. * Create Einstein datasets from using internal Salesforce data and external data sources. * Designing JSON, XMD, Dataflow. * Developing Static Steps, binding,  rnf technologies(associate software engineer, nov 2016 – jul 2018) RnF Technologies is an emerging company in Web Promotion, Software development and Implementation. The Company developing the various modules in PHP like Software Developing, Designing, Implementation, Database and growing the business with Web Optimization through various Search Engine Optimization techniques.  **roles and responsibilites –**   * Creating and implementation of meta tags, HTML site map, * Managing the project & make strategy for regular SEO & SMO activities & daily task for submissions. * On page Optimization & Social Media Optimization. * Creation and Implementation of Meta Tags, HTML Site Map, Robots.txt optimization, Image optimization. * Website Audit & Analysis, Competitor Analysis, Keyword Analysis and Optimization * Generated traffic reports through Google analytics and Ongoing SEO reporting * Making strategy of Blogs, Business Listing, Article, Social Bookmarking, Classified etc. * Designed Blogs and its effective utilization. * Providing monthly account and campaign performance reports.   **Tools Used -** Google Analytics, google keyword, search console, google trends |
| **Education** |  | [gurukul kangari university, mca] **Percentage:**75% [c.c.s univeristy, bca] **Percentage:**70% [vaidik putri inter college-Intermediate] 12th from Vaidik Putri Inter College from U.P Board.  **Percentage:** 60% [bal bharti inter college - High school] 10th from Bal Bharti Inter College form U.P Board.  **Percentage:** 45% |
| **Personal Details** |  | NAME: Anchal  Father’s Name: Mr. Sandeep Aggarwal |
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