VARSHA SHAKYA

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PROFESSIONAL SUMMARY

B.Tech graduate (2022) with 1.8 years of experience as a **Data Analytics Executive**. Strong foundational knowledge in software development with hands-on experience in projects using **React**, **MongoDB**, **Node.js**, and **Express.js**. Passionate about transitioning into a software development role to apply my skills in coding, problem-solving, and building scalable applications.

SKILLS

- **Languages**: JavaScript, HTML,CSS,C++
- **Frameworks & Libraries**: React, Node.js, Express.js,Bootstrap
- **Tools & Platforms**: Github , VS code Editor
- **Other Skills**: Data Analytics, SQL, Google Tag Manager, Google Ads

PROFESSIONAL EXPERIENCE

Data Analytics Executive
Enthuons Technology Pvt Ltd – Noida | Aug, 2022 – Apr,2024
- Set up **Google Tag Manager (GTM)** and implemented GTM code into websites to track user interactions.
- Utilized **JavaScript** and **custom data layers** to capture detailed user interaction events.
- Configured **GA4 (Google Analytics 4)** accounts and integrated GA4 IDs into GTM for accurate data tracking.
- Visualized and analyzed website user interaction data tracked through GTM, providing actionable insights to stakeholders.

SOFTWARE DEVELOPMENT PROJECTS

Weather App | React.js
- Developed a Weather App using **React.js** to display weather information based on city searches.
- Implemented features to fetch weather data from an API and dynamically update UI components.
- Integrated with **OpenWeatherMap API** to retrieve current weather details including temperature, weather image, and min/max temperatures.
- Deployed the app on **GitHub** Pages for live demonstration and accessibility.

GoHotel | MERN Stack
- Developed a web application using the **MERN stack** (MongoDB, Express.js, React.js, Node.js).
- Implemented **user authentication** (signup and login) functionalities.
- Allow users to select food items from a menu and add them to their cart for ordering.

EDUCATION

Bachelor of Technology (B.Tech) in Computer Science
AKTU – 2022 | 73%
Sant Ramkrishna Inter College
- 12th 73%| 2018
- 10th 86%| 2016