

AKANKSHA SINGH (12+ Years Exp)
+91-9560911330

E-mail: akanksha.singh2813@gmail.com

Objective

To be a part of an organization where continuous learning & growth is assured. Aspiring to have a good career path with my interest and ability to learn and deliver the results.

Academic Record

Degree	Year of Completion	Board/ University	Percentage
Master of Computer Applications	2011	Delhi University	75%
B. Sc. (H) Maths	2008	B.H.U	68.50%
CLASS XII	2004	U.P Board	72.40%
CLASS X	2002	U.P Board	70.00%

Software Exposure

Operating Systems	: Linux,Windows
Programming Languages	: JAVA/J2EE
Skills	: Multithreading Data Structures & Algorithm, Spring Boot, Microservices, Socket Programming, Smp Protocol, AWS, Kafka
Web Technology	: Servlet, WebServices -REST
Database	: MySQL, Redis(NoSql), Oracle
Tools	: Eclipse, STS, Sqlyog, SequelPro, Jira, BitBucket, Grafana/InfluxDB
Application Server	: Tomcat, Nginx
Frameworks	: Spring

Work Experience

One97 Communications Pvt. Ltd

- ❖ **Project Manager Engineering – July 2019 – till date:** Working and managing Cpass/Campaign Manager Solution, Analytics Solution, MetaBsp project for whatsapp business onboarding, Chatbot for web and whatsapp, Sms Aggregator /real time Network /PCN Interactive Mobile Services/Applications and Campaign manager Telco Solution.
- ❖ **Technical Lead –June 2017 – July 2019:** Worked on real time Network/PCN Interactive Mobile Services/Applications and developed Campaign Manager for Enterprise.
- ❖ **Sr Software Engineer – July, 2014 – June, 2017 :** Worked on real time Network/PCN Interactive Mobile Services/Applications.
- ❖ **Software Engineer – July 2011 – July 2014:** Worked on real time Network/USSD/PCN Interactive Mobile Services/Applications.
- ❖ **Internship-** 17 Jan, 2011-16 Jul, 2011: Worked on OBD IBD application using C, MIS generation system using jsp , struts2 and USSD Interactive Mobile Services/Applications using Java(Core+Advance).

Awards And Achievements

- Received Rock Star(Monthly Best performance award) 7 times One97 Comm. Pvt. Ltd.
- Received Superstar(Yearly Best performance award) twice One97 Comm. Pvt. Ltd
- Received Hall of the Fame (Quarterly Best performance award) 1 times One97 Comm. Pvt. Ltd.

- Abstract titled ' Quasi group Based Design of New Cryptographic Schemes ', selected in INTERNATIONAL CONFERENCE ON COMPUTING ICC 2010.
- Abstract titled 'New Quasi group Generation Schemes for Cryptographic Applications', Submitted to **ICCCT,2010**.
- Abstract titled 'Quasi group Based Design of New Cryptographic Schemes ',
- Selected in the 2nd International Conference on Mathematical Sciences to be held in Kuala Lumpur (Malaysia).
- Our work was published in "Quasigroup based Design of New Cryptographic Schemes", Arya Bhatt Journal of Mathematics & Informatics, Vol. 3, No. 2, July-December 2011, pp. 277-294.
- Among the top rankers all throughout schooling and graduation.
- Recipient of Math's scholarship from B.H.U in second year during graduation.

Work Experience Details

1. Campaign Manager:(Cpaas Solution With Analytics Features)

It is a feature rich powerful platform that functions as a campaign builder for effective and enrich marketing communication. Users can plan, prepare, design, execute and measure all their marketing campaigns via one single platform. It supports broadcast or interactive campaigns via Whats app,RCS,SMS,Email,Voice OBDS, WAP and WEB channels.Developed and deployed a robust Communication Platform as a Service (CPaaS) solution .Successfully scaled the solution to accommodate a growing user base, ensuring high availability and low latency. Implemented advanced security measures to safeguard user data and privacy. Delivered a user-friendly and intuitive interface for easy interaction with the CPaaS solution.

Domain : Enterprise (India and International client)

Client : Major Enterprise client

Link: <https://tocom.cloud/>,
<https://id.tocom.cloud/>

Tools and Skills Used : Java , Spring Boot, Maven, Tomcat, Mysql,Smpp Protocol,firebase

Team Size :8

Responsibilities:

- Requirement Analysis and Finalization.
- Database and Code Design.
- Backend development
- Team Handling, Technical and Functional Guidance.
- Collaborate with cross-functional teams, including product managers, designers, devops and quality assurance engineers, to ensure the successful development and launch of the Cpaas

2. Whats App Bsp Solution

It's a platform that provides a facility to Merchants or business managers to create their waba account and offers a suite of tools for businesses to interact with their customers on WhatsApp. The platform enables businesses to send personalized messages, automate responses, and manage customer inquiries efficiently. With the BSP, businesses can create and manage chatbots, integrate WhatsApp with their existing systems, and analyze customer interactions to improve engagement and customer satisfaction. The BSP also provides comprehensive reporting and analytics, allowing businesses to track the performance of their WhatsApp campaigns and measure the impact on their business.

Domain : Enterprise (India and International)

Client : Paytm and Major Enterprise client

Link: <https://wa.tocom.cloud/>.

Tools and Skills Used : Java , Spring Boot, Maven, Tomcat, Mysql,redis

Team Size :5

Responsibilities:

- Requirement Analysis and Finalization.
- Design , Development and API Integration
- Documentation,Testing and Quality Assurance
- Collaborate with cross-functional teams, including product managers, designers, and quality assurance engineers, to ensure the successful development and launch of the BSP

3.Chatbot For Whatsapp And Web

A WhatsApp and web chatbot with agent chat feature is a virtual assistant designed to automate interactions with users on the WhatsApp messaging platform and web applications, while also providing the ability to transfer conversations to a live agent when needed. These chatbots are capable of automating any flow without any development. It's a DIY model to create any flow according to business requirements.. The agent chat feature allows businesses to provide personalized support by connecting users with a live agent when the chatbot cannot resolve their issue. This technology is revolutionizing customer service, sales, and marketing by providing a personalized and efficient way to engage with users, while also ensuring that users receive the assistance they need.

Domain : Enterprise (India and International)

Client : Paytm,Plus Learning, Good Doctor,Zepto and Major Enterprise client

Link: <https://tocom.cloud/agent-panel> and <https://tocom.cloud/agent-panel>

Tools and Skills Used : Java , Spring Boot, Maven, Tomcat, Mysql,redis,websocket,mongo db

Team Size :5

Responsibilities:

- Strategic Planning and Lead a team of developers, and quality assurance engineers, providing guidance, support, and mentorship to ensure successful project delivery.
- Resource Allocation and provide technical leadership and expertise, guiding the team in best practices, coding standards, and development methodologies.
- Implement processes and tools to monitor and analyze the performance of chatbots, gather user feedback, and implement enhancements and updates to improve functionality, performance, and user experience.
- Ensure compliance with WhatsApp Business API policies and guidelines, as well as industry standards and regulations, to protect user data and maintain security.Training and Development: Provide training and development opportunities for team members, ensuring they have the necessary skills and knowledge to perform their roles effectively.

4. SmsAggregator

SMS aggregators are the link between carrier networks and text messaging software providers. An SMS aggregator sits between our software and all of the wireless carriers to ensure carrier compliance. Therefore, if you want to send text messages to your customers using Simple Texting, we do not send the message to every single different wireless carrier, we use an SMS aggregator to do it .Aggregator figures out the appropriate wireless carrier, and then forwards it to them for delivery. All of this happens in an instant.

Domain : Enterprise

Client : Paytm and Major Enterprise client

Tools and Skills Used : Java , Socket Programming, Spring, Redis, Maven, Tomcat, Mysql,Smpp protocol.

Team Size: 2

Responsibilities:

- Requirement Analysis and Finalization.

- Database Design.
- Team Handling, Technical and Functional Guidance.
- Project Development, Load testing and Enhancing TPS
- Design, testing, troubleshooting and debugging of applications.

5. Campaign Manager (Telco)

It is a cycle of process that encompasses the life of a subscriber in the system. It uses the approach of processing the large volume of data generated to trigger appropriate campaigns. The timely and appropriate interaction delivered through “Trigger based marketing” and “Event based marketing” leads to increased success rates for campaigns and higher marketing return on investment. It support clients to do automation of day to day tasks & operations management

Domain : Telco

Client : Vodafone Samoa, Utl Uganda

Tools and Skills Used : Java , Spring, Maven, Tomcat, Mysql, Smpp Protocol

Team Size : 2

Responsibilities:

- Requirement Analysis and Finalization.
- Database and Code Design.
- Processing raw cdr and calculate the KPI and Backend development
- Team Handling, Technical and Functional Guidance.

6. PCN (Post Call Notification)

The Project is a value added product in which customized messages were sent to the users after complete chargeable transactions. Analytics Engine (or PCN Engine) is a system which creates real time advertising in all the major delivery channels through intelligent profiling of users based on the details provided by mobile network.

Domain : Telecom

Client : Banglalink (Bangladesh)

Tools and Skills used : Java , Socket Programming, Hibernate, Spring, Redis, Maven, Tomcat, Mysql5.6

Team Size : 3

Responsibilities:

- Project Development ,Load testing and Enhancing TPS
- Requirement Analysis and Finalization.
- Team Handling, Technical and Functional Guidance.
- Database Design.
- Design, testing, troubleshooting and debugging of applications.

7.MCA (Missed Call Alert):

This project is for getting updates of all calls you miss if your phone is switched off or you are unreachable. In this service there are multiple features like Subscriber will also get a missed call from caller, caller will also get a notification when subscriber is available in network.

Domain: Telecom

Client: Roshan Afghanistan, Uninor

Tools and Skills used: Java, Servlet, Spring, VXML, Maven, Tomcat, Mysql5.

Team Size: 2

Responsibilities:

- Requirement gathering, system analysis and finalization of technical and

functional specification,

- Database Design,
- Development of complete flow
- Collaborate with cross-functional teams in One97 to integrate the module to provide complete flow of MCA and also participate in Client Interaction.

8.ICS (Incomplete Call Service)

The Project is for incomplete calls over a mobile network. When a mobile user make a call and due to any of the reasons (called user is not reachable or switchoff or busy), call is not matured then this ICS service comes into picture. In this service there are multiple features to handle such calls like ICA(Incomplete Call Announcement), VMCA (Voice Miss Call Alert) and MCA (Miss Call Alert) .

Domain: Telecom

Client: Idea, Vodafone

Tools and Skills used: Java, Servlet, Spring, VXML, Maven, Tomcat, Mysql5.6

Team Size: 2

Responsibilities:

- Requirement gathering
- System analysis and finalization of technical and functional specification
- Database Design
- Development of complete flow and Client Interaction.

9.Ussd Platform And Applications

Unstructured Supplementary Service Data (USSD) is a technology unique to GSM. It is a capability built into the GSM standard for support of transmitting information over the signaling channels of the GSM network. USSD service can be accessed by simply dialing a USSD string.

Ussd Application's Role is to Provide Services to the Ussd Platform for creating dynamic menus and messages for the customers dialing in the various Ussd strings. It's a Web service that provides the necessary content from the database when hit via ussd platform.

Domain: Telecom

Client: Vodafone, Reliance, Airtel

Tools and Skills : Java , Restful web services Socket Programming, Spring, Maven, Tomcat,Mysql 5.6

Team Size : 5

Responsibilities:

- Requirement Analysis and Finalization.
- Developing new features according to the requirement to deploy and test these web services that interact with databases to provide the dynamic messages to the customers. Since this project is PAN INDIA (for all circles in India) thus developed multiple applications according to various needs of the client.
- Load testing and Enhancing TPS
- Deploying and maintaining the core java platform which can create and maintain the session based services and can interact with network and other services for transferring USSD messages.
- Developed a standalone application that maintains normalization of database while logging of the call record in database.
- Guiding other team members in the designing and development of various modules.
- Database Design, testing, troubleshooting and debugging of applications.

Personal Qualities

- Prioritize work in order to meet deadlines, Able to work under pressure, and always available for work when required.
- Ready to take responsibility and also do work with dedication
- Quick to learn new skills and able to easily adapt to change.

EXTRA CURRICULAR ACTIVITIES

- Active participant in the organization and management of **SANKALAN '10– DUCS** annual technical festival.
- Actively participated in all college and school level festivals and technical events including organizing the events, participating in cultural events etc. technical events.
- Worked as co-coordinator in university fest at graduation level.

Personal Details

Date of Birth : 12th Oct 1988
Father's Name: Mr. Paras Nath Jaiswal
Mother's Name: Mrs. Sandhya Jaiswal
Marital Status : Married

I certify that aforementioned information is correct to the best of my knowledge and nothing has been concealed.

(Akanksha Singh)