

Rohan Gupta

Associate Business Analyst

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Summary Seeking a position to utilize my skills and abilities in the industry that offers professional growth, while being resourceful, innovative and flexible, adding value to the organization.

Experience **Edios Innovative Software Solutions** **March 2024 - July 2024**
Software Developer Trainee Mohali

<https://edios.global/>

- Developed RESTful APIs using Spring Boot to handle CRUD operations for managing car listings, user profiles, and authentication.
- Integrated SQL databases such as MySQL with Spring Data JPA for efficient data management and retrieval.
- Optimized SQL queries and database operations to improve application performance and response times

Webkul Pvt. Ltd **Nov 2024 - May 2025**
Associate Business Analyst Noida

<https://webkul.com/>

- Collaborated with multiple clients to gather and analyze requirements for e-commerce platforms, including Magento, WooCommerce, and Bagisto.
- Developed detailed documentation to communicate client needs and specifications to internal teams.
- Worked closely with management to assess project costs and timelines, ensuring alignment with client expectations.
- Facilitated the development and delivery of customized websites and applications, enhancing client satisfaction and driving business growth.

Education **Sharda University** **Nov 2020 - June 2024**
CSE (AI + ML) B.Tech
7.5 CGPA

Projects **Magento Pipeline**

- Collaborated closely with the client to gather requirements and provide full support throughout the project lifecycle.
- Effectively escalated issues as needed, ensuring timely resolution and facilitating successful project delivery.
- Leveraged Magento 2 capabilities to implement features like the Google Shopping Feed, AI Extensions enhancing clients' product visibility on search engines and providing a competitive edge in the e-commerce landscape

Custom Modules

- Designed and developed custom modules across [WooCommerce \(POS with Stripe Reader SDK\)](#), [Magento 2 \(video player\)](#), and [Bagisto \(Laravel-based marketplace booking module\)](#) to meet diverse client eCommerce needs.
- Created and deployed fully functional online stores and blogs using **WordPress and WooCommerce**, combining technical skills with SEO-friendly content writing.
- Wrote and optimized SEO-rich product descriptions, blog posts, and landing pages using tools like **Yoast SEO**, **SurferSEO**, and **Google Search Console**, improving organic visibility and content performance.
- Managed end-to-end store launches, including theme customization, plugin optimization, and content population.

Skills **Technical skills**
Java (Core & OOP Concepts, SQL, HTML, CSS, JavaScript, WordPress Development, GitHub)

E-Commerce

Custom Module, POS System, Magento 2 Theme, Marketplace Setup, Vendor Management

Content & SEO

Google Search Console & Google Analytics, WordPress Blogging & Page Building (Gutenberg), On-page SEO (Yoast)

Soft & Client-Facing Skills

Client Communication, Requirement Gathering, Proposal Writing, Project Scoping, Cross-functional Collaboration (Design, Dev, SEO teams), Deadline-Oriented Delivery, Conflict Resolution