

Summary

Software developer with 5+ years of international experience in Front End Development and Digital Marketing. Self-taught programmer excelling in digital marketing, adept at crafting diverse **Web Experiences** from **Personal** to **E-commerce**. Proven expertise in revenue generation through strategic advertising campaigns.

Skills & Preferred Tools for 2025

Development (MERN Stack)	: MongoDB, Express, React , Node.
Graphic Design	: Adobe Photoshop, InDesign , Microsoft Office suit etc.
Frameworks	: NextJS 14 , Remix Run , Strapi, Sanity and many other react and node-based frameworks.
Responsive Design	: Excellent proficiency in CSS, Bootstrap, Tailwind , Ant Design, Mantine, Shadcn .
Backend	: Crystallize for E-commerce, Firebase, ASP Dotnet , Node , GraphQL and many more.
Database	: MongoDB , PostgreSQL.
Mobile	: Built custom ROMs and applications for android and Symbian operating systems.
Other Tools	: Git , Heroku, Fly, Netlify, Vercel, Azure , JIRA and many more.

Work Experience

ORANGE DIGITAL SYSTEMS (Montreal, August 2021 - December 2023): Frontend Developer

- Spearheaded the development of a **cutting-edge** Web Application with over **100 pages** using ReactJS for Employee Management, **Payroll**, **Time Entry** and many other **industry standard** features.
- Crafted intricate pages, including Employee Profiles with **100s of optimized fields**, advanced form validations and Scheduling with time zone support.
- **Technologies used:** MERN Stack, GraphQL, Full Calendar, Ant Design, etc

OYA COSTUMES (Montreal, January 2021 - July 2021): SEO Optimization Specialist

- Optimized SEO for a Halloween online shopping store with **thousands of products** and pages.
- Developed custom features for **Big Commerce** and **automated blog post** optimization.
- Wrote **Custom Scripts** with Node that can automate the process of optimizing and publishing the blog posts.
- Wrote **Excel macros** to efficiently manipulate large datasets of products, significantly reducing processing time.
- **Technologies used:** BigCommerce, Stencil, NodeJS, AMP (Accelerated mobile pages)

NITHI STEEL INDUSTRIES (Sharjah, December 2017 - March 2019): Digital Marketing Executive

- Was responsible for driving the company's acquisition of its single biggest contract of the quarter worth **600,000 AED**.
- Developed creative designs using InDesign, Photoshop, and implemented SEO strategies leading to a **7% revenue increase** within a year.
- Successfully ran ad campaign on google AdSense which increased page **visibility by 400%**.

FREELANCER (India, UAE & Canada, 2015 - Current): Web Developer

- Successfully completed numerous projects catering to clients across three countries, showcasing adaptability to diverse design principles.

Recent Projects

NOTION BUREAU (2024) A perfect SEO Optimized page for a technology company. Scores 100/100 on lighthouse speed test.

ZPHS LOCATOR (2024) Developed to help teachers locate the nearest ZPHS schools in their area during transfers.

MOONDRIVE CARS (2024) A simple car rental web application that serves local customers. Android and IOS app coming soon.

RAJ & RAJ ASSOCIATES (2023) An advanced web app that manages, stores and processes 1000s of delivery records every day.

Awards & Personality (Type: INFP-T)

- NITHI INDUSTRIES – **Best Employee** of the month (September 2018).
- XIAOMI FORMS TOP MODERATOR – ranked **top 3** in a pool of 1000+ participants.

Education

Amity University (BCA - Bachelor of Computer Applications) Cloud Computing and Artificial Intelligence. (3.78 GPA)

College LaSalle (DEC - Diplôme d'études collégiales) Computer Science, Programming & Application Development (5/6 sems)

Hobbies & Languages

- Proficiency in English, Telugu, Hindi & basic French (B1 level). In my free time I like to skateboard, swim and game.

Other Skills, College Projects & Programming Languages

- Proficient in C++, C#, JavaScript, Python.
- College projects include Android, IOS, and Windows CRUD applications.