

# SOHAIL JAFRI

## Full Stack Developer

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### SKILLS

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Typescript, GraphQL, OpenAI Integration, MongoDB, MySQL, Node.JS, Express.JS, Sanity CMS, Next.JS, App Write, Git, Tailwind CSS, Chakra UI, Sass, Sockets, PrimeReact, Styled Components, AWS, Vercel.

### PROFESSIONAL EXPERIENCE (4+ YEARS)

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#### WEBENTIC PVT LTD | *Lead Software Developer*

Oct 2021 - Present | Mumbai, MH, IN

- Led **e-commerce and CRM** solution development in pharmaceuticals, employing **agile methodologies** for project management.
- Utilized **data analytics** to drive feature enhancements and introduce value-added services, resulting in **120% business growth**.
- Managed creation of **analytical dashboards** powered by **MYSQL queries** for real-time tracking of sales performance and productivity metrics.
- **Collaborated with directors** and customer support to address user issues and implement permanent solutions.
- Oversaw **AWS** infrastructure, optimizing resource allocation and **security protocols** for seamless operations.
- Engineered sales tracking tools and **middleware** solutions to enhance **data security** and deliver **actionable insights**.
- Introduced target management systems to foster accountability and drive sales growth.
- Provided **mentorship**, conducted **code reviews**, and managed **cron jobs** for automated tasks to enhance operational efficiency.

#### APPVENT LLP | *Full Stack Software Developer*

Apr 2020 Oct 2021 | Mumbai, MH, IN

- Developed an **ERP** system using **GraphQL, Next.js, Node.js, and MongoDB** for seamless manufacturing to distribution management.
- Implemented **real-time notifications with Socket.io** and email notifications via Postmark.
- Designed and deployed an e-commerce app for homemade candles with custom **integrations with Amazon and Flipkart**.
- Implemented personalized opt-in and opt-out notification system using browser **Web Push APIs**, alongside Mailjet integration for email functionality.
- Created **SEO-focused** tools to generate and submit pages daily to Bing and **Google indexing APIs** for enhanced search engine visibility.

## PROJECTS

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### GPA CALCULATE

[gpacalculate.com](https://gpacalculate.com)

Implemented programmatic SEO techniques to generate new problem pages daily for each calculator, resulting in improved relevance and SEO ranking. Cron job setup creates a production build every day where new pages are added and sent for indexing. Achieved a perfect SEO score of 100 on the Chrome lighthouse test.

### MATH CALCULATOR

[mathscalculators.com](https://mathscalculators.com)

Used Next.JS for dynamic routing and SSG for efficient content management and a seamless user experience. Improved app discoverability, leading to a 50% increase in organic traffic and higher search engine rankings.

### SELCO PHARMA

[selcopharma.com](https://selcopharma.com)

Migrated the Selcopharma codebase from PHP to Next.JS + Express.JS, resulting in improved conversion rates attributable to reduced load times and zero downtime, effectively addressing major pain points.

### CHAKRA FRAMER

[chakraframer.com](https://chakraframer.com)

Code snippets based on Chakra UI and Framer Motion with mind-blowing animation and transitions for cards, backgrounds, buttons, and a lot more.

### WEBENETIC

[webenetic.com](https://webenetic.com)

Developed a visually appealing interface that strengthened the company's brand identity, fostering trust and recognition.

## AWARDS

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- AWS Cloud Practitioner: [Link to Certificate](#)
- Open Source Contribution: [Hacktoberfest 2023](#)

## EDUCATION

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### BACHELOR OF ENGINEERING IN IT | CGPA: 3.2/4

Datta Meghe College Of Engineering| Navi Mumbai, MH, IN

## SOCIALS

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- GitHub - [@thesohailjafri](#)
- Twitter/X - [@thesohailjafri](#)
- Dev To - [@thesohailjafri](#)
- LinkedIn - [@thesohailjafri](#)
- HackerRank - [@thesohailjafri](#)