Amsha J Full Stack Developer

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Executive Summary

- A highly skilled and results-driven Full Stack Developer with a strong foundation in Computer Science and over 2 years of hands-on experience in developing scalable, high-performance web applications.
- Known for delivering innovative solutions, improving system performance, and leading cross-functional teams in an Agile environment.
- Proficient in a wide range of technologies, including PHP, Laravel, Python, JavaScript, Vue.js, MySQL, and cloud platforms like AWS and Google Cloud.
- Demonstrated expertise in API integration, payment gateways, data analytics, and real-time communication systems, delivering solutions that drive business growth and enhance user experiences.
- A proven leader, recognized as the "Best Employee of the Month" three times for exceptional performance and commitment to project excellence.
- Adept at problem-solving, optimizing workflows, and ensuring the delivery of high-quality applications in fast-paced environments.

Professional Experience

WhiteLake Technology Solutions Private Limited | Nagercoil, India

Junior Full Stack Developer | May 2023 – Present
- Lead the development and deployment of large-scale projects, ensuring high-quality deliverables within deadlines.
- Designed, implemented, and optimized backend services using PHP and Laravel, enhancing application performance and scalability.
- Developed responsive and interactive user interfaces using Vue.js, HTML, CSS, and JavaScript, improving user engagement and experience.
- Integrated third-party APIs and payment gateways for secure and seamless transactions across multiple applications.
- Mentored and guided a team of junior developers, fostering collaboration and ensuring adherence to coding standards.
- Conducted rigorous testing, debugging, and code reviews to maintain system reliability and functionality.
- Utilized Server-Side Rendering (SSR) and prerendering techniques to optimize application performance and SEO rankings.
- Proactively identified and resolved bottlenecks in workflows, increasing team productivity by 20%.

Junior Full Stack Developer Trainee | November 2022 – May 2023
- Gained hands-on experience in PHP Laravel and Vue.js through active participation in team projects.
- Contributed to the development of web applications by implementing key features and optimizing existing functionalities.
- Collaborated with senior developers to learn best practices in full-stack development and Agile methodologies.
- Enhanced front-end designs using HTML, CSS, and JavaScript, aligning with client requirements and improving user interface aesthetics.
- Assisted in integrating APIs and databases (MySQL) to ensure smooth data flow and application reliability.
- Conducted functional and performance testing, identifying and resolving bugs to enhance application quality.
- Demonstrated a quick learning curve by adopting new technologies and contributing effectively to team projects.
- Successfully transitioned into a lead developer role, showcasing strong problem-solving and leadership skills.

Projects

1. Project Name: Project Management Platform for Digital Marketing Agencies
Role: Junior Full Stack Developer
Technologies Used: Laravel, Vue.js, MySQL, AWS Cloud, Laravel Forge
- Developed a project management platform tailored for digital marketing agencies, enabling efficient task management and real-time insights.
- Designed a visual dashboard to track project/task status, delays, approvals, messages, and resource allocation.
- Integrated calendar views, time tracking, file sharing, and priority-based task management.
- Deployed secure client/staff access controls with customizable permissions.

2. Project Name: PPC Google Ads Monitoring and Reporting Tool
Role: Junior Full Stack Developer
Technologies Used: Laravel, Vue.js, MySQL, Google Ads API
- Designed and developed a custom monitoring tool leveraging Google Ads API for real-time tracking of PPC campaigns.
- Automated reporting workflows, reducing manual efforts and operational inefficiencies by 40%.
- Enhanced the tool's user interface using Vue.js, ensuring a seamless and intuitive user experience.
- Improved team productivity by providing actionable insights and streamlining campaign management processes.

3. Project Name: Recycleinme - Scrap Marketplace Platform Migration
Role: Junior Full Stack Developer
Technologies Used: Laravel, Vue.js, SQL Server, SSR, Payment Gateway Integration
- Migrated the platform from .NET to Laravel, improving performance, scalability, and SEO through SSR.
- Integrated secure payment gateways for seamless transactions.
- Provided real-time global scrap price updates with visual analytics for comparison.
- Enhanced user experience with a streamlined interface, supporting over 105,000 monthly users across 192 countries.

4. Project Name: WhatsApp Twilio Integration for Real-Time Price Updates
Technologies Used: Python, Flask, Twilio, Pandas, SQL Server, Bootstrap
- Automated real-time scrap and metal price updates via WhatsApp using Twilio API.
- Built a web interface with Flask and Bootstrap for user accessibility.

- Implemented threading for efficient background notifications.

5. Project Name: Digital Marketing Agency Info Scraper
Technologies Used: Python, Selenium
- Automated data extraction of agency profiles from Clutch.co, including website URLs and agency details.
- Exported the data to Excel, enabling easy analysis and reporting.

6. Project Name: Email Scraper from Website URLs
Technologies Used: Python, BeautifulSoup, Pandas
- Designed a script to extract email addresses from websites listed in Excel.
- Parsed HTML content with BeautifulSoup and stored extracted emails in a structured Excel format.

Achievements

- **Best Employee of the Month (3x)** – Recognized consistently for outstanding performance, innovative solutions, and commitment to project excellence across multiple projects.
- **Successful Platform Migration** – Spearheaded the migration of RecycleInMe.com from .NET Core to Laravel, enhancing performance, scalability, and SEO rankings.
- **Innovative Tool Development** – Designed a custom Google Ads Monitoring Tool, reducing operational inefficiencies by 40% through automation and real-time insights.
- **Project Leadership** – Led the development of the feature-rich Project Management Tool (ezypms.agency), improving team productivity by 25% through automation and advanced tracking features.
- **Advanced API Integration** – Integrated payment gateways and third-party APIs (Google Ads API, Twilio) to deliver seamless user experiences and actionable insights.
- **Enhanced User Experience** – Improved front-end performance and user interfaces using Vue.js, SSR, and modern frameworks, aligning with Google's emphasis on scalable and high-performing applications.

Key skills

Industry Skills
- Full Stack Development | Scalable Web Application Design | API Integration | Payment Gateway Integration
- Agile & Scrum Methodologies | Web Scraping | Real-Time Data Analytics | Automation Tools
- Object-Oriented Programming (OOP) | Data Structures & Algorithms (DSA)

Technical Skills
- **Programming Languages:** PHP, Python, JavaScript
- **Frameworks & Libraries:** Laravel, Vue.js, Flask, BeautifulSoup, Selenium, Pandas
- **Front-End Technologies:** HTML, CSS, Bootstrap
- **Back-End Technologies:** Laravel, Flask, SSR
- **Databases:** MySQL, SQL Server
- **Cloud Platforms:** AWS, Google Cloud Console, Laravel Forge
- **Tools & Platforms:** Twilio API, Google Ads API, Prerendering
- **Development Tools & IDEs:** Visual Studio Code, PyCharm
- **Version Control:** Git, GitHub

Soft Skills
- Leadership and Team Management | Problem-Solving and Analytical Thinking
- Strong Communication Skills (Verbal & Written) | Adaptability and Attention to Detail
- Creativity in Building Scalable Solutions | Efficient Time Management

Education

B.E. in Computer Science Engineering, Stella Mary's College of Engineering   2018 – 2022 | Nagercoil, India
CGPA: 8.19

Courses

Master in Laravel, Coursera
- Comprehensive training on Laravel framework, focusing on scalable web application development and API integration.

Advanced Vue.js, Udemy
- In-depth understanding of Vue.js, covering advanced concepts like state management, routing, and performance optimization.

Web Development Full Stack, Great Learning
- Focused on foundational and advanced concepts in Python Full Stack Programming, emphasizing both front-end and back-end development.

Certifications

- Certificate of Participation: **Smart India Hackathon 2020**
- Certificate of Excellence: **"Squeezeup Startup Event" (Winner)**
- First Prize: Quiz Competition at **National Level Technical Symposium**
- Certificate of Completion: **Government Technical Examinations** in Typewriting English