

Anshum Gupta

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SUMMARY

AI and MERN Stack Developer with experience across 3 startups, working independently and leading small teams to build scalable, AI-driven products. Focused on delivering reliable, high-performance systems with full ownership from design to deployment.

EXPERIENCE

GTMVantage Hyper-Personalized Outbound on Autopilot (🌐 [Website](#))

Apr 2025 – Present

Full Stack Developer (Hybrid)

India

- Architected and deployed end-to-end full-stack systems (backend, databases, React/Next.js frontends) for AI-driven email and LinkedIn outbound automation, supporting large-scale multi-campaign workflows processing 10,000+ personalized messages daily.
- Designed and implemented LLM-powered personalization pipelines for message generation, lead targeting, and outreach sequencing using OpenAI models and vector search, improving engagement rates by 35%.
- Owned campaign management, prospect workflows, and real-time email tracking with analytics and reporting dashboards, collaborating with product and business stakeholders to deliver features on tight deadlines.
- Integrated subscription billing with Razorpay, including webhooks, usage tracking, and plan-based access control for a multi-tenant SaaS platform serving 50+ active clients.

DNS Group (🌐 [Website](#))

Mar 2024 – Apr 2025

Full Stack Developer (Onsite)

India

- Developed a comprehensive MERN-based ERP system with 40+ modular components supporting finance, HR, and operational workflows for an organization of 200+ employees.
- Optimized application performance by refactoring SQL queries and backend logic using Sequelize, reducing average response times by 40% and improving overall system reliability.
- Implemented role-based access control (RBAC) security, file upload systems, and reusable ReactBootstrap UI components used across 15+ internal modules, reducing development time by 30%.

All Friends Studio (🌐 [Website](#))

Oct 2023 – Mar 2024

Full Stack Developer Intern

India

- Designed scalable backend architecture and developed 25+ REST APIs using Node.js and MongoDB for production-ready applications serving 1,000+ users.
- Implemented JWT-based authentication and secure frontend-backend communication flows to support role-based access control and data protection across multiple client projects.

SKILLS

Frontend Development: React, Next.js, JavaScript, TypeScript, HTML, CSS, Tailwind, Bootstrap, Framer Motion

Backend Development: Node.js, Express, API Design (REST & GraphQL), Redux Toolkit, BullMQ, JWT Authentication

Databases & Cloud: SQL, MySQL, MongoDB, Redis, Pinecone (Vector DB), Cloud Deployment (AWS, GCP, Vercel)

AI & Automation: AI-Powered Systems, LLM Integrations (OpenAI), LangChain, Workflow Automation, Background Jobs

Payments & Integrations: Online Payments (Razorpay, PayPal), Webhooks, SendGrid, Google OAuth 2.0

Engineering Foundations: Python, C++, Data Structures, Algorithms, DBMS, Networking, System Design, Git, Docker

EDUCATION

Panipat Institute of Engineering & Technology

2020 – 2024

B.Tech in Computer Science

India

Saint Giri Sr. Sec. School (CBSE)

2019 – 2020

Class XII (Science)

India

Saint Giri Sr. Sec. School (CBSE)

2017 – 2018

Class X

India