

ARUN SATHYAN

MERN STACK DEVELOPER



+91 9495873194



[Arun Sathyan](#)



arunsathyan660@gmail.com

ABOUT ME

I am a passionate Full Stack Developer with expertise in the MERN stack (MongoDB, Express.js, React, Node.js), focused on building scalable and user-friendly web applications. My curiosity and enthusiasm for technology inspired a career shift from digital marketing to software development. With over 2 years of experience as a Digital Marketing Associate at Amazon, I collaborated with global teams to optimize e-commerce platforms, improve conversion rates, and boost user engagement. I bring strong analytical skills, project coordination experience, and a deep understanding of customer behavior to my development work. This blend of marketing insight and technical ability enables me to create solutions that are both functional and user-centric. I'm eager to contribute to innovative teams and grow into a well-rounded software engineer.

EXPERIENCE

2022 - Present

Amazon

Digital Marketing Associate

- Strategized and executed integrated marketing campaigns—including landing pages, customer email outreach, and mobile push notifications—to enhance user engagement and boost conversion rates.
- Oversaw digital operations across four international marketplaces, ensuring timely delivery and cross-functional coordination for seamless execution.
- Developed and launched four web automation tools using Python and Selenium, reducing manual workload and driving annual cost savings of \$10,000 through increased process efficiency.
- Led vendor outreach initiatives across multiple marketplaces, contributing to an estimated operational entitlement impact of \$0.5 million.
- Trained and onboarded new team members while optimizing marketing workflows, resulting in a 10% reduction in project completion time and improved overall team productivity.
- Honored with Rewards and Recognition (R&R) for exceptional ownership and a data-driven approach in addressing complex business challenges.

TECHNICAL SKILLS

- React.js
- Tailwind CSS
- Node.js
- Express.js
- GIT
- Next.js
- JavaScript
- TypeScript
- MongoDB
- Python

PROJECTS

- **Grocery Delivery Web App** – Developed a fully responsive MERN stack application for grocery delivery, ensuring seamless performance across desktop and mobile platforms, and using stripe for online payments.
- **Web app automation Projects** - Developed and deployed web automation tools using Python and Selenium, significantly reducing manual effort and enhancing operational efficiency

EDUCATION

2016 - 2020

Anna University

B.E. Computer Science & Engineering

Completed my Bachelor of Engineering Graduation from Maria College of Engineering and Technology, Tamil Nadu.

2014 - 2016

Kerala State Board

Higher Secondary

Completed my Higher Secondary from Govt. Model Higher Secondary School, Kerala