HARSH KUMAR

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PROFESSIONAL SUMMARY

MERN stack developer and content creator specializing in building fast, aesthetic web experiences and scalable backend systems. Expert in combining engineering logic with creative design to ship high-retention products and viral content that drives measurable audience growth.

EXPERIENCE

Google Developer Groups on Campus MM(DU) — Ambala, India
Core Team Member — November 2025 – Present

- Orchestrated 5+ technical workshops and hackathons, directly guiding 100+ students in web development technologies.
- Partnered with a 10-member core team to execute campus-wide learning initiatives, increasing participant retention by 20%.

Alpha Intern 2.0 — Ambala, India
Video Editor — November 2024 – July 2025

- Engineered 10+ high-retention videos for YouTube and Instagram, driving a cumulative 4M+ views.
- Produced 2 viral assets (1M+ views each) and multiple videos exceeding 500k views, significantly boosting brand visibility.
- Directed the end-to-end social media pipeline including strategy, editing, and analytics, resulting in 3,000+ new subscribers from a single series.

Alpha Intern MMDU Community — India
Co-leader — September 2024 – July 2025

- Spearheaded operations for 3 major community events, coordinating logistics and marketing for 500+ attendees.
- Led a cross-functional team of 15 members to streamline event flow, reducing setup time by 30%.
- Amplified community engagement by 20% through targeted student outreach campaigns and strategic content scheduling.

Cognifyz Technologies — Remote
Summer Intern — April 2025 – May 2025

- Developed optimal solutions for 50+ complex C++ problems, focusing on Data Structures, OOP, and memory management.
- Enhanced algorithm efficiency by implementing robust logic for real-world scenarios, improving execution speed by 15%.

EDUCATION

Maharishi Markandeshwar (Deemed to be University) — Ambala, India
Bachelor of Technology, Computer Programming — August 2024 – August 2028

Class XII (Senior Secondary) — Sarv Vidya Public School, Indri
Score: 82% — 2024

Class X (Secondary) — Sarv Vidya Public School, Indri
Score: 76% — 2022

TECHNICAL SKILLS

Languages: JavaScript, C++, C, SQL, Python, HTML5, CSS3
Frontend: React.js, Tailwind CSS, Framer Motion, GSAP, Spline, UI/UX Principles
Backend: Node.js, Express.js, MongoDB, MySQL, MERN Stack
Tools & Platforms: Git, GitHub, Shopify, Razorpay, Meta Ads, Adobe Premiere Pro
Core Concepts: Data Structures, OOP, Web Application Security, Ethical Hacking, Data Science

PROJECTS

Kartiffy – E-Commerce Brand May 2025 – Present

Full Stack & Marketing

- Deployed a conversion-focused e-commerce store using Shopify and Tailwind CSS, achieving a 95+ PageSpeed score.
- Optimized user journeys and checkout flows based on behavioral data, increasing conversion rates by 15%.
- Integrated Razorpay for secure payments and managed ad creatives that drove consistent traffic growth.

3D Developer Portfolio August 2025 – September 2025

React, Spline, Framer Motion

- Built a fully interactive 3D portfolio using Spline and React, improving user dwell time by 40%.
- Implemented GSAP and Framer Motion for high-performance animations, ensuring 60 FPS smoothness across devices.

CERTIFICATIONS

- GIAC Web Application Security (GWAS) – DevTown
- Oracle Database SQL Certified Associate – DevTown
- Data Science & Analytics – IIT Guwahati
- Meta Ads Fundamentals – WsCube Tech
- C/C++ Programming Internship – CodTech IT Solutions