

Kusum Pareek

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PROFILE

Versatile Software Developer with hands-on experience in backend development, frontend UI design, and API integrations. Delivered robust email utilities, resolved 200+ issues at NielsenIQ with 95% resolution rate, and built scalable web platforms including e-commerce and admin dashboards. Skilled in MERN stack, Python-Flask, REST APIs, data pipelines, and performance optimization. Known for delivering production-ready features on time in fast-paced environments.

PROFESSIONAL EXPERIENCE

Software Developer

Dr. D. Y. Patil School of Management & Research

- Built and deployed 10+ LMS modules with ReactJS, TypeScript.
- Integrated RESTful APIs, achieving 100% functional connectivity.
- Managed deployments on Azure, improving platform reliability by 20%.
- Used Git, GitHub, Swagger for efficient CI/CD pipelines.

06/2025 – present
Pune, Maharashtra,
India

Software Intern

CuteCode Street Style Store LLP

- Engineered email utility, improved logging accuracy by 35%
- Created 15+ templates enabling A/B testing and personalization
- Reduced delivery latency 25% via optimized API integration
- Automated suppression tracking, enhancing compliance by 40%

09/2024 – 01/2025
Delhi, India

Intern EIT-Technical Engineer

NielsenIQ Pvt. Ltd.

- Resolved 200+ tickets with 95% resolution and SLA compliance
- Reduced downtime 40% via real-time diagnostics and troubleshooting
- Handled 150+ tickets/month, maintained 4.8/5 CSAT score
- Collaborated to resolve 90% complex issues within 24 hours

01/2023 – 05/2023
Pune, Maharashtra,
India

EDUCATION

Master of Computer Applications

Dr. D. Y. Patil Institute of Management & Research
9.36 GPA

11/2021 – 09/2023
Pune, Maharashtra

Bachelor of Computer Applications

Lachoo Memorial College of Science & Technology
90.29% (Gold Medalist)

07/2018 – 09/2021
Jodhpur, Rajasthan

HSC

Central Academy School
81.4%

04/2017 – 03/2018
Jodhpur, Rajasthan

SSC

Central Academy School
10 CGPA

04/2014 – 03/2015
Jodhpur, Rajasthan

PROJECTS

ShopBazaar 🔗

E-Commerce Web Application

01/2024 – 03/2024

Tech Stack: MongoDB, Express.js, React.js, Node.js, Tailwind CSS

- Developed product search, filters, and sorting for 500+ items
- Secured payments with JWT auth, Stripe API integration
- Built admin panel for product and order management

- Designed responsive UI using React.js and Tailwind CSS

ReelX

02/2025 – 04/2025

AI-Powered Movie Recommendation System

Tech Stack: React.js, Flask, scikit-learn, TMDB API, Tailwind CSS

- Implemented content-based filtering using cosine similarity.
- Integrated TMDB API for real-time data on 5,000+ movies.
- Developed UI with lazy loading and debounced search for optimal performance.
- Achieved 94% user satisfaction in testing based on relevance and response time.

SKILLS





Frontend — HTML, CSS, Bootstrap, Javascript, ReactJS | **Backend** — Node.js, Express.js, Python, Java |

Database — MySQL, MongoDB, SQLite, Firebase | **Tools** — VS code, Eclipse, PyCharm, Git, Github, Postman

CERTIFICATES

J.P. Morgan Software Engineering Virtual Experience on Forage

Google

- Introduction to Generative AI 
- Introduction to Large Language Models 
- Introduction to Responsible AI 
- Generative AI Fundamentals 

Free Code Camp

- Responsive Web Design 
- Javascript Algorithms & Data Structures 
- Front End Development Libraries 
- Back End Development & APIs 

Hackerrank

- 5 star Python
- 4 star SQL