

# SAMEER KUMAR MAURYA

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## Professional Summary

Highly motivated **MERN Stack Developer** with over **1 year of professional experience** in building interactive web applications, CRM platforms, and CMS systems in the AdTech and SaaS space. Skilled in developing scalable user interfaces, real-time dashboards, and AI-integrated modules using **Next.js, React, Node.js, TypeScript, Prisma, and MongoDB**.

Hands-on experience in **AI model integration**, lead management automation, and building full-stack systems using RESTful APIs and modern CI/CD workflows. Adept in **Agile, TDD, and collaborative team environments**, with a focus on responsive design, performance, and clean architecture.

## Experience

### Software Engineer - Full Stack

*Ebani Tech Pvt. Ltd*

*Hyderabad, Telangana*

*April 2025 – Present*

Ebani Tech Pvt. Ltd is the technology division of Ebani Advertising, delivering innovative AdTech, CRM, and digital branding platforms across India.

- Developed responsive **CRM dashboards** and ad-management tools using **Next.js, ShadCN, and Tailwind CSS**.
- Built secure REST APIs with **Node.js** and managed data through **MySQL** and **MongoDB** using **Prisma**.
- Contributed to Reachtopia **AI-driven Content Management Platform**, From Various Modules to Testing and Validation
- Contributed to Production deployments using **Vercel, Render**, and QA Deployments via **CapRover**.
- **Tech Stack:** Next.js, Node.js, Prisma, Tailwind CSS, MySQL, MongoDB, Git, Render, CapRover, WordPress

### Full Stack Developer Intern

*BSH Technologies™*

*Kochi, Kerala (Remote)*

*Aug 2024 – Jan 2025*

BSH Technologies is a service provider specializing in **CRM solutions, custom tools, and website development**. Focused on building scalable business systems and enterprise-grade CMS suites.

- Designed and developed full-stack CRM modules using **React.js, Next.js, Node.js, Express, and Prisma**.
- Built automation tools for data synchronization, lead tracking, and client management.
- Worked with **WordPress** for content-driven websites and integrated third-party APIs for dynamic content delivery.
- Managed deployments on **Vercel** and VPS servers; ensured secure and efficient build pipelines.
- **Tech Stack:** Next.js, React.js, Vite, Node.js, Express.js, Prisma, MongoDB, WordPress, Vercel, VPS, Git

## Professional Highlights

- Worked on the **Smart Mall Project – Reachtopia**, contributing to India's first AI-powered mall platform by developing key components and interactive modules.
- Successfully **rebranded a legacy 25-year-old PHP website** of Ebani Advertising by migrating it to **Next.js** with a modern UI and cloud deployment.
- Built and optimized backend logic using **Prisma ORM** in **Next.js/Node.js**, improving query performance and database security.
- Actively participated in **CRM testing and QA cycles** across Ebani and BSH Technologies, identifying and resolving multiple P0 issues during sprint releases.
- Took ownership of a **legacy CRM system**, resolved critical bugs, refactored old components, and shipped new, well-tested features enhancing overall product stability.
- Designed and delivered new features including **dashboards**, interactive modules, and **API integrations**

## Projects

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### Reachtopia – Building India's First Smart Mall

- Core contributor to “Reachtopia” — an **AI-powered mall digitization project** transforming Odean Mall into India’s first smart mall.
- Developed **Lead Capture** and **Audience Analytics modules**, integrating camera-based systems with real-time APIs.
- Worked on AI-driven ad targeting, campaign management, and performance insights dashboard.
- Performed functional testing and validation for real-time event handling.
- **Tools:** Next.js, Node.js, Prisma ORM, MySQL, WebSocket.io, AI API Integration, Camera Analytics

### Digitopia – CMS for Mall Ad Management

- Built a centralized CMS to manage digital ad campaigns across malls and retail spaces.
- Implemented **Playlist Management**, **Schedule Sync System**, and real-time media updates.
- Worked on backend architecture and testing pipelines ensuring uptime and data accuracy.
- **Tools:** Next.js, Node.js, Prisma, MySQL, WebSocket.io, Strapi, Vercel

### Trimx – Men’s Salon Brand Website

[Live Website](#) ↗

- Rebuilt Trimx’s multi-branch website from WordPress to Next.js with a performance-first approach.
- Enhanced SEO and engagement by creating fast, responsive layouts.
- **Tools:** Next.js, TypeScript, Prisma, MySQL, Vercel

### Ebani Advertising – Corporate Rebranding

[Live Website](#) ↗

- Migrated legacy PHP site to **Next.js** and optimized UI for speed and accessibility.
- Deployed using Vercel and Cloudflare with improved scalability.
- **Tools:** Next.js, Tailwind CSS, Strapi, ShadCN, Vercel, Cloudflare

## Education

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### B.Tech. in Computer Science and Engineering

Sept 2020 – July 2024

Rameshwaram Institute of Technology and Management

- Graduated with **First Class Distinction** (CGPA: 8.12/10).
- Completed projects in **Web Development**, **AI Integration**, and **Database Management** as part of coursework.
- **Relevant Coursework:** Data Structures and Algorithms, Database Systems, Computer Networks, Distributed Computing, Software Engineering, Artificial Intelligence.
- Participated in coding competitions and hackathons, gaining hands-on experience in **MERN stack and problem-solving**.
- Developed practical skills in **version control (Git)**, **CI/CD workflows**, and **cloud deployment platforms** during academic projects.
- Coursework: Data Structures and Algorithms, Database Systems, Computer Networks, Operating Systems, Web Technologies, Artificial Intelligence.

## Technical Skills

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**Frontend:** Next.js, React.js, Vite, JavaScript (ES6+), TypeScript, Tailwind CSS, ShadCN, HTML5, CSS3

**Backend:** Node.js, Express.js, REST APIs, Prisma ORM, Strapi, WebSocket.io

**Databases:** MySQL, MongoDB

**AI & Integrations:** AI API Integration, Camera Analytics, Lead Intelligence Modules

**Tools & Platforms:** Git, GitHub, Postman, Jest, Render, Vercel, CapRover, VPS, Cloudflare, WordPress

**Methodologies:** Agile, TDD, Responsive Design, CI/CD, Quality Assurance