

# SHAIK MOHAMMED ISMAIL

Mumbai, Maharashtra

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## Skills

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**Programming Languages / Frameworks:** JavaScript, Node.js, Express.js, Serverless

**Tools/Platforms:** VS Code, Postman, Git, WordPress, Shopify, Clickpost

**Databases:** MySQL, MongoDB, Redis, Redis-Stack

## Experience

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### Sugar Cosmetics

September 2023 – Present

Backend Developer

Mumbai, India

- **Communication System Development and Enhancement**

- \* **Objective:** Created a communication system for Sugar Cosmetics, Quench, and Sugar Pop, which includes handling login OTPs, using WhatsApp, and sending emails for the entire order process.

- \* **Methodology:**

- Integrated **Airtel's SMS** API with existing systems for consistent message delivery.
- Utilized Gupshup for Whats App communications to enhance customer engagement.
- Implemented **AWS SES** for transactional and marketing emails.

- \* **Impact:**

- Achieved higher reliability and quicker message delivery.
- Lowered communication expenses by strategically utilizing SMS, WhatsApp, and email.

- **Club Vellvette Membership**

- \* **Objective:** Worked as part of a team to launch the Club Vellvette Membership program for SugarCosmetics and Quench, offering members a 20% discount on products both online and in retail stores, valid for six months.

- \* **Methodology:**

- Developed APIs to manage membership enrollment, renewals, and benefits, ensuring seamless integration with the backend systems.
- Implemented **CRON** job schedulers for automated membership status updates and notifications.
- Utilized **AWS SQS** for efficient queue management in order processing, enhancing operational efficiency.

- \* **Impact:**

- The average order value increased from **₹900** to **₹1100** before the membership launch and further rose to **₹2250** for customers who purchased the membership.
- Enhanced customer loyalty and engagement, resulting in a rise in the number of orders per customer.

## Projects

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### Motel | *Javascript, Node.js, React.js, Express.js, Mysql* | [Link](#)

- \* Built a hotel management platform that includes both host and guest management systems. It aims to simplify the process of booking and managing hotel accommodations for both hosts and guests.
- \* It allows hosts to list their properties, manage bookings, and set prices, while guests can browse available properties, make bookings, and view their booking history.

### Go Fit | *HTML, CSS, Javascript, Express.js, MongoDB, Git* | [Link](#)

- \* Built a user-friendly platform that enables users to browse, book, and cancel fitness classes with ease.
- \* Trainers can create classes with comprehensive information such as class time, venue, date, and more. Additionally, an administrative interface that enables authorized personnel to perform a wide range of operations.

## Education

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### Masai School

Sept 2022 - Sept 2023

Full stack web development (FullTime)

Bangalore, India

### Christ University

May 2018- Aug 2021

Bachelor of Technology in Mechanical Engineering (CGPA of 8.3)

Bangalore, India

### Nettur Technical Training Foundation (NTTF)

June 2013 - June 2016

Diploma in Mechatronics (Percentage - 71)

Bangalore, India