

# BALRAJ

## MERN STACK DEVELOPER

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[https://www.linkedin.com/in/balraj-developer?utm\\_source=share&utm\\_campaign=share\\_via&utm\\_content=profile&utm\\_medium=android\\_app](https://www.linkedin.com/in/balraj-developer?utm_source=share&utm_campaign=share_via&utm_content=profile&utm_medium=android_app)  
Mysuru

### SUMMARY

Dynamic Product Developer with a proven track record at Camp Automation, enhancing customer engagement through innovative automation solutions. Expert in JavaScript, Node.js, and cross-functional collaboration, significantly improving ad campaign management efficiency. Known for technical prowess and a knack for transforming complex requirements into user-friendly features, boosting scalability and reliability.

### PROFESSIONAL EXPERIENCE

#### Product Developer

Bengaluru

Camp Automation  
Product Based Comapany

06/2024 - Present

- Camp Automation** is a product-based company where this company is developing a new product, their own marketing tools with AI features. Developed and implemented automation projects, including Ads Manager tools for platforms such as WhatsApp, Email, Google Ads, Meta, and LinkedIn. Designed and deployed features enabling users to send bulk emails and WhatsApp messages, facilitating lead generation and management. Integrated lead capture workflows with external CRM systems (e.g., Salesforce, HubSpot, etc.). Zoho) to automate lead processing and data synchronisation. Collaborated with cross-functional teams to streamline ad campaign management, improving efficiency and reducing manual efforts. Leveraged technical expertise to enhance user experience, optimise automation workflows, and ensure maximum scalability and reliability.

#### Junior Software Developer

Mysuru

Jayblues Technology

01/2023 - 06/2024

- A software development company which is best company to develop a ERP application
- Developed software applications with MERN, CodeIgniter 4, and Laravel frameworks. Participated in key projects contributing to the company's success as a full-stack developer. Developed more logic that reduces the code complexity, which helped the project move forward, and speed up the project. Delivered crucial contributions to team's projects as back-end developer. Developed a strong foundation of technical and practical abilities through hands-on experience. Coded software updates to add new features, close security holes and resolve defects.

### SKILLS

JavaScript,React Js,Node Js,Express Js,MongoDb,MySQL,Java,Angular Js,PHP,Git,GitHub,Next Js,PostgreSQL,React Native,JQuery, Python,MERN Stack,Codeigniter,Next Js,Laravel,TypeScript

### KEY ACHIEVEMENTS

#### Enhanced Automation Efficiency

Boosted ad management efficiency by 30% through automated solutions.

#### Improved User Retention

Implemented lead features, resulting in 25% increase in user retention.

#### RapidFeatureDeployment

Developed and launched 5+ automation features within two-month timeline.

#### Optimized Workflow Efficiency

Reduced manual efforts by 40% via streamlined cross-functional collaboration.

### EDUCATION

#### Bachelor of Computer science

Jssclegeofarts,commerceandscience ooty road mysuru

2019 - 2022

### LANGUAGES

Kannada

English

Hindi

### MY TIME

(1) Coding (2) Learning new skills (3) Watching Web Series (4) Social media

STRENGTHS

Smart Worker

**Efficient Problem Solver** – Finds innovative and time-saving solutions.  
**Optimized Work Approach** – Focuses on working smarter, not just harder.  
**Quick Learner** – Adapts to new tools, technologies, and processes swiftly.  
**Time Management Expert** – Prioritizes tasks effectively to meet deadlines

Way of thinking

Thinking in many different ways leads to best results for work

AI

Using AI work will speed up which is helped me for fast production in projects

TRAINING / COURSES

Full stack developer  
Gtrac Training Center Mysuru

MAJOR PROJECTS

Aida Jet

Camp Aida is an all-in-one marketing automation and engagement platform designed to help businesses manage lead generation, events, newsletters, and marketing campaigns efficiently. It provides a suite of tools that streamline customer interactions, enhance outreach, and improve brand engagement.

MEDUSYS

Medusys is a digital health platform designed to empower the healthcare community by facilitating continuous learning, enhancing clinical practice, and fostering global collaboration. The platform offers tailored solutions for various stakeholders, including postgraduate trainee doctors, healthcare professionals, medical associations, medical colleges, and hospitals

GTRAC ERP

**GTRAC ERP** is an integrated, enterprise-grade campus management solution designed to centralize and automate core operational workflows within educational institutions. Developed as a modular, scalable application, it addresses the diverse administrative, academic, and financial management needs of Institution.

Nparrots

NParrots is an **e-learning platform** similar to Udemy, designed to provide high-quality courses across various domains, including **technology, business, design, and personal development**. The platform enables instructors to create and sell courses, while students can enroll, track progress, and earn certifications upon completion.

CampGTMPlatform

Camp Automation is an All-in-One Go-to-Market (GTM) platform designed to streamline and enhance business processes across marketing, sales, and partner management. It offers a comprehensive suite of tools to assist businesses in launching products, nurturing customer relationships, and driving growth

Camp Sales App

Sales Application: Provides a mobile app for sales teams to manage leads, schedule meetings, and track interactions, facilitating effective lead conversions.