

Deepanshu Verma

Full Stack Engineer

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WORK EXPERIENCE

Pear Media

Mar 2025 – Present

Full Stack Engineer

- Architected and deployed a **Facebook Ads Scraping system** using **Python, Selenium, BeautifulSoup**, containerized and deployed on **Google Cloud Run**, enabling large-scale ad data extraction. [Live Link](#)
- Designed and built a **custom Facebook Ad Library platform** enabling creative selection, AI-powered image generation, and automated creative testing workflows, improving campaign ROI.
- Developed a **MERN-based SaaS platform** for Facebook campaign launching and management with **RBAC**, Facebook API integrations, and workflow automation; reduced daily manual effort from **1.5 hours to under 6 minutes** and increased profits by **60%**. [Live Link](#)
- Built a **cloud-native Creative Library system** using **AWS services** to centralize and scale organizational media assets. [Live Link](#)
- Engineered a **one-click domain-to-cloud automation tool** to host Namecheap domains directly on **AWS**. [Live Link](#)
- Created an **AI-driven Facebook auto-commenting system** using NLP models and webhooks, generating **\$600/day** in revenue. [Live Link](#)

RS Softgen Infotech

June 2024 – Dec 2024

Software Developer Intern

- Developed billing software for restaurant systems in a **5-member Agile team**, improving deployment efficiency by **30%**.
- Collaborated with stakeholders to conduct **market research and usability testing**, enhancing software adaptability across diverse business requirements.

PROJECTS & SAAS PRODUCTS

Go2Billing – SaaS Billing & Parking Management Platform | *React, React Native, Flutter, RBAC*

- Built a production-grade **SaaS platform** with secure authentication, **RBAC**, and real-time data synchronization.
- Scaled to **100+ active users** with recurring revenue while handling SEO, marketing, deployment, and growth independently.

Peripheral Services – E-Commerce Platform | *React, Payments, Invoicing*

- Developed a complete **e-commerce system** with cart, checkout, payment gateway integration, and invoice generation.
- Optimized UX and backend reliability for higher conversion rates.

Website Builder for SaaS Customers | *No-Code, Templates*

- Created a **no-code website generator** with drag-and-drop sections and one-click export for non-technical users.

Lifestyle Monitor & Productivity Tracker | *Web App, Google Sheets*

- Built a productivity system to track habits, expenses, tasks, and goals with centralized analytics.

TECHNICAL SKILLS

Languages: Python, JavaScript, C++, HTML/CSS, SQL, MongoDB

Frameworks: React, Node.js, Express, React Native, Flutter

Cloud & DevOps: AWS, GCP, Docker, CI/CD

Tools: Git, Postman, Figma, PowerBI

Concepts: SaaS Architecture, RBAC, AI Automation, Web Scraping

EDUCATION

Chandigarh University

Aug 2020 – May 2024

B.E. Computer Science

CGPA: 7.7

Lucknow Public School

Aug 2017 – May 2019

10th and 12th

87.5 – 70.6