

# Deepu

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**Summary** — Enthusiastic and dedicated BBA graduate with a passion for React and Frontend Development. Strong analytical skills, and hands-on experience in creating impactful projects to contribute effectively to a dynamic development team.

## Skills

**Languages:** HTML5, CSS3, JavaScript (ES6+)

**Frameworks:** React.js, Next.js, Node.js

**Styling:** Tailwind CSS, Bootstrap, SASS, Material UI, Bulma

**Tools:** Git, Vite, NPM/Yarn, Babel, Vercel, Bitbucket, Netlify

**Testing:** React Testing Library, Dev Tool

**Practices:** REST API, Responsive Design

**AI Image:** MidJourney, DALL·E, Leonardo AI, Canva, Stable Diffusion, ComfyUI, Fooocus, Flux

**AI Video:** Pictory, Runway ML, Kling Ai, Freepik

**AI Skills:** Prompt Expert, AI Image/Video Generation, Lovable.dev, Gemini, Cursor, Claude

**Video Editing:** CapCut, Filmora

**Digital Marketing Tools:** Google Tag Manager, Google Analytics, Ai Sensy, Hubspot

## Experience

### Socialkyte

Apr 2024 – Sep 2024

Growth Manager [NOIDA, Uttar Pradesh]

- Successfully managed the development of influencer media kits for the Socialyte app, focusing on optimizing high engagement rates and building valuable influencer collaborations.
- Proactively identified and contacted influencers to enhance brand visibility, resulting in measurable growth in user engagement and audience reach.
- Developed and implemented strategic initiatives in influencer marketing to support the app's growth goals, improving campaign effectiveness and ROI.
- Played a pivotal role in scaling influencer partnerships, contributing to the brand's overall growth and recognition in the competitive market.

Frontend Developer [NOIDA, Uttar Pradesh]

Oct 2024 – Present

- Developed and maintained responsive web interfaces using React.js and Next.js, improving website performance and user experience.
- Implemented reusable UI components with Tailwind CSS and Material UI, reducing development time by 30
- Integrated REST APIs and optimized front-end code for faster load times and SEO best practices.
- Collaborated with design and marketing teams to deliver pixel-perfect designs and dynamic landing pages using Figma prototypes.
- Worked on creating AI-generated creatives for social media using Canva, MidJourney, and other AI tools.
- Automated video editing workflows for marketing campaigns using AI video tools like Pictory and Runway ML.
- Enhanced UI/UX for SocialKyte's influencer marketing platform leading to a better user engagement rate.

## Education

Chaudhary Charan Singh University, Meerut

Bachelor of Business Administration

2018 – 2021

## Projects

### IMDb Website Clone

- Built an IMDb clone using React and Axios.
- Features: movie search, details via IMDb API.
- **View Project**

### Profile ID Card Generator

- Dynamic ID card generator in React.js.

- Fetches user info via API.

– **View Project**

### E-Commerce Website

- E-Commerce site with React and JS.
- Show Product by Api in card view .
- **View Project**

### Wallpapers Download

- Image search bar using React.js.
- Fetch/download images via Unsplash API.
- **View Project**

### Ai Video Trailer Project

- **View Project**