

Hitesh Lalwani

Jr. Full Stack Developer | MERN Stack

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Professional Summary

Highly skilled Jr. MERN Stack Developer with hands-on experience designing, developing, and deploying full-stack web applications. Proficient in JavaScript, React.js, Node.js, Express.js, and MongoDB, with expertise in writing clean, production-level code.

Transitioned from a successful career in digital marketing to software development, blending a deep understanding of technical SEO, and web analytics to build high-performing, search-friendly applications. Strong problem-solver with a continuous drive to learn and upskill in newer technologies.

Experience

MERN Stack Intern | Kangaroo Software Pvt. Ltd.

August 2024 – Present

Frontend Development:

- Developed responsive user interfaces using React.js, configured with Vite for faster builds.
- Implemented Redux Toolkit for state management, achieving 30% faster state updates and improved scalability compared to Context API
- Wrote clean, reusable code with JavaScript (ES6+) and followed React.js best practices for easier maintainability-segregated .env files for production and deployment.

Backend Development:

- Built and maintained RESTful APIs with Node.js and Express.js, enabling smooth communication between the front end and back end.
- Integrated third-party APIs to improve app functionality and features.
- Conducted regular troubleshooting, testing, and fine-tuning of production-level code, applying the MVC design pattern for easier scalability.

Database Management:

- Optimized MongoDB queries using aggregation pipelines, improving data retrieval times by 25%.
- Applied Mongoose for schema validation, data modeling, and keeping the codebase structured and scalable.

Version Control & Deployment:

- Utilized Git for version control, collaborating with team members on feature development and bug fixes.

Digital Marketing Executive | Rashail Tech Labs

March 2024 – July 2024

- Grew IG account 4X and Pinterest 10X in 4 months, achieving 3 lakh plays in 3 days on a viral IG post.
- I worked extensively with advanced technical SEO, optimizing site architecture, improving page load speeds by 35%, and implementing structured data. This hands-on experience in web performance made me comfortable with code and solidified my transition into software development.

Digital Marketing Intern | DigitalVia Technologies (Formerly SG Gurukul)

July 2023 – January 2024

- Boosted web traffic by 45% in 6 months through keyword research and SEO optimization.
- Designed high-performance, user-friendly WordPress websites using Elementor and Astra.

Project Experience

Nesture: Full-Stack E-Commerce | MERN + Advanced Features [View Website](#) | [Backend Server](#) | [GitHub](#)

Nesture is a MERN stack-based e-commerce platform with user/admin dashboards, Stripe payments, JWT authentication, and Bcrypt for data security. Built with React.js, Redux, and Tailwind CSS, the backend uses Node.js, Express.js, and MongoDB. React Recharts for data visualization and Multer for file uploads.

- **Admin Dashboard:** CRUD for Products/Users.
- **Customer Dashboard:** Real-time Analytics
- **Payment Gateway:** Stripe for secure payments.
- **Authentication:** JWT and Bcrypt integration.
- **Elegant UI:** Glassmorphism with Tailwind CSS.
- **Data Visualization:** React Recharts + REST APIs

Technologies Used: React.js | Node.js | MongoDB | Express.js | Stripe | React Recharts | Redux | REST APIs | React Helmet | JWT Authentication | Bcrypt | Dotenv | Multer | Toastify | Tailwind CSS

Portfolio Website | React.js+ Firebase Realtime Database [View Website](#) | [GitHub](#)

Designed and developed a personal portfolio website with a neumorphism UI, styled with Tailwind CSS. Integrated SendGrid SMTP and Email.js for form submissions, hosted on Firebase with Realtime Database.

- **SendGrid SMTP + Email.js:** Email sending integration
- **Google Recaptcha API:** Site-wide Protection
- **Firebase:** Hosting & Realtime Database
- **Tailwind CSS:** Responsive neumorphism UI

Technologies Used: React.js | Firebase | Tailwind CSS | SendGrid SMTP | Google Recaptcha API | Toastify

Education

Dr. A.P.J Abdul Kalam University | MBA, Marketing + IT **2021 – 2023**

Master of Business Administration with dual specialization- Marketing, Information Systems (IT)

Dr. A.P.J Abdul Kalam University | BBA, Marketing **2018 – 2021**

Bachelor of Business Administration (BBA) focused on business administration and marketing.

Certifications

Creative Thinking: Techniques and Tools for Success - **Imperial College London**

Converting Challenges into Opportunities - **University of California**

Fundamentals of Digital Marketing - **Google**

Technical Skills

Core Competencies

- Frontend Development: React.js, Redux toolkit, HTML5, CSS3, Tailwind CSS
- Backend Development: Express.js, Node.js, RESTful APIs
- Database Management: MongoDB, Mongoose (Data Modeling, Schema Design)
- Version Control: GitHub
- Other Tools: Postman, npm, Third-Party APIs, Code Linting (ESLint), Code Formatting (Prettier)

Programming Languages

- JavaScript (ES6+), TypeScript (Basic Knowledge)

Additional Skills

- WordPress Development
- SEO Optimization & Digital Marketing