Pankaj Kamble

Full Stack Developer

Profile

Transitioning into Full Stack Development with a focus on the MERN stack (MongoDB, Express.js, React, Node.js). Backed by 7+ years of experience in growth strategy, digital marketing, and web development, I bring a unique blend of product thinking, user experience, and technical execution. Currently building full-stack projects and upskilling aggressively to drive end-to-end development impact.

📞 Contact

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🧩 Technical Skills

- **Frontend Frameworks:** HTML, CSS, JavaScript, Bootstrap, Tailwind, Vuetify, Vue.js, Nuxt.js, React & Next.js
- **Backend Frameworks:** Node.js, SQL, MongoDB
- **CMS** - WordPress & WIX
- Git & GitHub Repositories
- Domain/Hosting Management
- Email Setup Management
- Jira, Atlassian, Trello, Wokay, Slack
- Backlog & Sprint Management
- SEO - On-Page & Off-Page
- A/B Testing
- Google Analytics (GA4)
- Google Search Console
- Looker Studio
- Microsoft PowerPoint, Excel, Word & Outlook

Work Experience (7 Years)

Apr 2024 - Jan 2025

Ethinos Digital Marketing, Mumbai, India

Sr. Manager - Growth

- **Led a team of 15**, ensuring seamless project execution and high client satisfaction.
- Integrated third-party **APIs** to enable dynamic content rendering.
- Crafted and executed **SEO & ASO strategies** for high-profile clients, driving measurable growth.
- Collaborated with developers to implement structured data and **improve web performance**.
- Provided **technical SEO** consultation to product and dev teams for **site performance** improvements.
- Handled complex brand **migration** projects, ensuring SEO continuity and traffic retention.
- Worked on **automation** to streamline SEO and reporting tasks
- Coordinated with product teams to implement **backend logic** changes as per SEO needs

Clientel:

- Ola Outstation
- Ola ASO
- Sony Liv
- Thomas Cook
- SOTC
- ZeeZest
- Arvind SmartSpaces
- Zurich Kotak General Insurance (Migration + SEO)
- Motilal Oswal
- Durian
- Glenmark - BPIC
- Ahmedabad University

⊞ Skill

- Problem Solving
- Critical Thinking
- Product / Project Manager
- Team Leadership
- Stakeholder Management
- Digital Marketing & SEO Strategy
- Agile Methodologies
- Scrum Framework
- Budget & Strategic Planning
- Client Relationship Management
- Data Analysis
- Competitive Analysis
- Product Vision & Strategy
- Product Roadmaps
- User Research & UX Optimization

🏅 Certifications

- Product Management Professional Certificate by Aha! - 2025
- Generative AI by Microsoft - 2025
- Agile Project Management by Google - 2024
- Foundation of Project Management by Google - 2024
- Agile with Atlassian Jira - 2024
- Google Analytics - 2024
- Product Management by GrowthSchool - 2024
- ChatGPT & Generative AI by GrowthSchool - 2023

Jan 2022- Feb 2024 (2+ Years)

Clinicspots, Mumbai, India

Web Developer

- **Built** and maintained **websites for 50+** clients across healthcare, wellness, and medical tourism.
- **Worked** on the ClinicSpots main **website frontend**, improving design, layout, and responsiveness.
- **Developed** PPC **landing pages**, focused on fast load time and responsive design.
- Built pages and **components** using Vue.js, Nuxt.js, Tailwind CSS, and Bootstrap.
- Worked extensively with **WordPress** CMS, including theme customization, plugin integrations, and performance optimization.
- Used **Postman** to test **APIs** and integrated them into the frontend for dynamic content rendering
- Implemented **responsive web design** practices for mobile and tablet compatibility.
- Integrated **tracking pixels** (Google Ads, Meta, GTM) for PPC and remarketing campaigns.
- Handled **hosting and domain setups**, including server-side configurations and SSL setup.
- Managed **business email accounts** (cPanel, Zoho, G Suite) for client domains.
- Used basic **JavaScript** to add interactivity and dynamic functionality
- **Deployed** and managed websites on **shared hosting** environments

PPC Landing Pages
- Apollo Hospital
- Fortis Hospital
- Medanta Hospital
- Tata Memorial Hospital
- Kokilaben Dhirubhai Ambani Hospital
- Saifee Hospital
- Nanavati Hospital

Technologies worked with:
- HTML, CSS & JS
- Vue JS & Nuxt JS
- Bootstrap & Tailwind CSS
- REST API (Postman)
- Hosting & cPanel Setup
- Git & GitHub
- Email Setup

Aug 2021 - Dec 2021 (5 Months)

Clinicspots, Mumbai, India

Web Developer Intern

- Built mobile-responsive pages using **Bootstrap and JS**
- Assisted in bug fixes and cross-browser compatibility testing
- Contributed to website speed improvement initiatives
- Helped **optimize images** and scripts to improve page load speed
- Edited and managed content on **WordPress**, including blog posts and service pages

Technologies worked:
- WordPress
- WIX
- Hosting

🎓 Education

- **University of Mumbai**
  MBA- Marketing
  Completed in 2017

- **University of Mumbai**
  Bachelors in Science - IT
  Completed in 2015

🏅 Awards

- 2023 | Digicore technologies Pvt. Ltd

  Pillar of the Company

- 2022 | Digicore technologies Pvt. Ltd

  Pillar of the Company

- 2019 | Digicore technologies Pvt. Ltd

  Outstanding Performance in Organizational Goal

- 2019 | Digicore technologies Pvt. Ltd

  Achievement of Organizational Goal

🗣 Language

- English
- Marathi
- Hindi

Feb 2018 - Jul 2021 (3 Years 6 Months)

Clinicspots, Mumbai, India

Digital Marketing Executive

- Led **on-page and off-page** SEO activities, resulting in 100%+ growth in organic traffic
- Planned and executed **Google Ads and Facebook Ads** campaigns, **managing a ₹10 lakh** performance marketing budget
- Reduced marketing expenses by 60% through cost-efficient social media lead-generation strategies
- **Improved lead flow by 15%** via optimized Google Ads lead-generation campaigns
- Collaborated with content, design, and web teams to align landing pages with campaign objectives
- Monitored campaign performance and continuously refined targeting, ad creatives, and bidding strategies

Aug 2017- Jan 2018 (6 Months)

Clinicspots, Mumbai, India

Digital Marketing Intern

- Assisted in **creating backlinks**, performing keyword research, and mapping keywords to landing pages
- Published and **updated content on WordPress**, maintaining SEO-friendly formatting and structure
- Supported the SEO team in conducting **technical audits** and fixing basic on-page issues
- Created and managed **Google My Business** (GMB) listings for clinics and hospitals
- Learned fundamentals of **traffic analysis**, conversion tracking, and Google Analytics reporting