Dear Hiring Team at adjoe,

I am excited to apply for the Frontend Developer position within the Advertising Solutions team. With over 10 years of professional experience in full-stack and frontend engineering—and extensive hands-on work with React, TypeScript, and data-intensive dashboards—I am confident in my ability to contribute to adjoe's high-performance advertising ecosystem.

In my recent roles, I have built and maintained highly interactive, data-rich web applications used by business, analytics, and operations teams. I work extensively with **React (hooks), TypeScript, RTK/Redux, Tailwind, Emotion**, and modular architecture principles that enable reusability across multiple projects via **npm packages or monorepo workspaces**. My work regularly involves translating complex datasets into intuitive, fast, and insightful UIs—something that strongly resonates with your mission of enabling teams to "effortlessly drill into data."

I have solid experience working with **SQL and distributed data systems**, and I enjoy partnering closely with backend teams to shape performant APIs. My background also includes building robust CI/CD pipelines using **Docker and GitLab**, and maintaining high test coverage through **Jest unit tests and Cypress E2E workflows**. Ensuring code quality, mentoring juniors, and implementing scalable architectural patterns have been consistent parts of my contributions.

What excites me most about adjoe is your focus on high-performance systems, ML-powered campaign optimization, and the global scale of your advertising ecosystem. The opportunity to help build analytical tools used by 200M+ daily users—and to contribute to a team that manages billions of requests per day—is exactly the kind of technical challenge and product impact I'm looking for. I'm also drawn to your culture of innovation, collaboration, and continuous technical improvement.

I would be thrilled to bring my experience in frontend engineering, data visualization, and scalable UI architecture to adjoe. Thank you for considering my application. I look forward to the opportunity to contribute to your Advertising Solutions team.

Warm regards,

Pranoy