VIKRAM SINGH

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# FULL STACK DEVELOPER & DIGITAL CONTENT STRATEGIST

Veteran storyteller and administrator who recently leveled up to become a freelance full stack web developer. With over 10 years of experience in corporate and non-profit communications, I’ve honed a unique blend of skills including AI-enhanced problem-solving, creative storytelling, and rapid acquisition of technical frameworks. Keeping adaptability, empathy, and expert execution as my mantra over the years has allowed me to support many teams, executives, and large corporations.

MERN stack

SEO + Web Design

React SPA + JWT

Server Management

AI Integration

Community Content Strategy

Creative Design

Notion/Asana/GSuite PM

Executive Admin

**EDUCATION**

**M.I.T. Professional Certification - Full Stack MERN - 10/2022 | San Francisco State University BA - Journalism - 5/2013**

# SELECTED EXPERIENCES

# S1NGHULARITY WEB DEVELOPMENT 2023-Present

**MERN Full Stack Developer** <https://s1nghularity.github.io/personal-portfolio/>

*Providing fresh web dev solutions for small and large businesses.*

* Custom Small Business Website - [www.beechler.com](http://www.beechler.com) - **3/23 to 9/23**
  + Engineered cost-effective and secure server solution for a React SPA on Nginx Ubuntu server implementing UFW, Fail2Ban, Mod Security, Lets Encrypt, Clam AV in concert with Logwatch to monitor site health.
  + Utilized packages like Leaflet, Spring, Slick, Framer Motion for interactive map visualization, animations, and carousel functionality.
  + React-Helmet for Schema/SEO/rich search results to ensure top search result position.
  + Ensured cross-browser compatibility and responsiveness, following a mix of the Airbnb & Google style guides.
  + Photographed products, redesigned all graphic elements using Adobe Suite, including custom SVG animation.
  + Utilized AI tools for enhanced content creation and coding efficiency.
* M.I.T. Professional Certification - MERN Full Stack Web Development - **5/22 to 12/22**
  + Going from zero programming knowledge to building a full stack banking application, including account creation, deposits, withdrawals, and account deletion with transactions tracked in an authenticated page.
  + Implemented user authentication and encryption using JSON Web Tokens (JWT), bcrypt, RESTful API and CRUD (Create, Read, Update, Delete) functionality within the banking application.
  + [Fun class projects included:](https://s1nghularity.github.io/personal-portfolio/#projects) Pacmen Factory, MIT/Harvard Live Bus Tracker and a custom map animation.
  + Gained functional grounding in HTML5, CSS3, ES6 JS including design concepts and best coding practices.

## BOOMGEN STUDIOS 2021-2023

**Social Media Manager**

*Tasked with promoting CBS’ primetime comedy United States of Al, a story about the friendship between a U.S. Marine veteran and his Afghan interpreter as they navigate life's challenges in America.*

* [Promoted a dramedy TV show for two seasons](https://www.instagram.com/boomgenstudios/reels/), collaborating with producing duo Reza Aslan and Mahyad Tousi.
* Facilitated weekly artist and audience engagement, and supported emergency charitable social media campaigns during the fall of Kabul in 2021.
* Used HailTo, Hootsuite, Google Sheets, Premiere, and Canva to create and deploy social media assets.

## STARFISH ACCELERATOR FOUNDATION 2019-2023

**Social Media Manager**

*My role was a blend of content creation, campaign execution, and community engagement.*

* Joined as a founding member of organization in 2019 when it was an accelerator.
* Developed the organization's initial online identity, including brand identity, [social media assets](https://www.instagram.com/thestarfishorg/), and [website](http://starfishac1stg.wpengine.com/).
* Led social media campaigns for artists, funded by the Doris Duke Foundation for Islamic Art.
* Assisted in [fostering a collaborative network of industry experts and academics](https://vimeo.com/579616917), supported by Pillars Fund, Pop Culture Collaborative, The Miranda Family Foundation and more.

**BARREL BAG 2021 - 2022**

**Social Media Manager**

*My role was centered around crafting a communications strategy aimed at combating plastic pollution.*

* Led a successful Giving Tuesday campaign that raised over $50,000 USD and boosted bag sales by $3,000 USD.
* Increased monthly newsletter click-through and open rates by 11% in 3 months.
* Authored a digital media guidebook that [strengthened engagement and advocacy efforts.](https://www.instagram.com/barrelbag/)
* [Curated, distributed, and optimized monthly newsletters](https://linktr.ee/barrelbag/) on environmental issues.

**DESIGN SPINNERS 2019 – 2022**

**Copywriter**

*Specialized in content creation and brand elevation, crafting compelling copy and enhancing client reach.*

* Led brand identity exercises, creating fresh logos and taglines with SEO-optimized copy.
* Curated content for websites, social media, and ads with lead designers and clients.
* Overhauled site-wide copy during Covid-19, pivoting communication strategies to target LinkedIn marketing.

**WHITAKER PEACE & DEVELOPMENT INITIATIVE 2016 – 2019**

**Executive Assistant**

*A true Swiss army knife role: practicing film scenes, researching conflict resolution strategies, and managing payroll.*

* Managed L.A. head office and coordinated with offices in South Sudan, Uganda, Chiapas, Tijuana, and Paris.
* Served as payroll officer, social media manager, [content creator](https://www.youtube.com/watch?v=MFJuBM-HKok), and digital designer.
* Produced [reports for funders](https://www.linkedin.com/in/vikramsinghca/details/experience/951685011/multiple-media-viewer/?profileId=ACoAAAGlY2IBGN6Azno4X8p0UbUElWcQygdXz3A&treasuryMediaId=1635542256269) using Adobe Creative Suite.
* Assisted Forest Whitaker with film and TV projects, running lines, producing sides, and managing schedules.

**3CF STAFFING 2015 – 2016**

**Catering Staff**

*Served as part of the on-call service team responsible for ensuring high level service to Hollywood industry clients.*

* Provided bar and barback services to large parties.
* Reviewed menu/cocktails for the event with the chef and coordinated delivery.
* Created a professional, clean environment with meticulous attention to customer service.

**SECURITY INDUSTRY SPECIALISTS 2013 – 2014**

**Internal Communications Specialist**

*The role focused on delivering top-tier security services, including briefing materials and real-time support, for PayPal executives globally.*

* Researched/drafted security briefings for PayPal executives, covering geopolitical contexts and immediate risks.
* Used security software to monitor/address real-time threats against PayPal employees and online community.
* Maintained reporting logs between data centers, corporate campuses, global security operations teams.

**SFBAY.CA 2012 – 2014**

**Reporter/Editor**

*Founded by an SFSU professor, this was largely an alumni-run publication and my first US-based journalist gig.*

* Collaborated with a remote news desk to identify significant stories for the Bay Area.
* [Researched/wrote stories](https://sfbayca.com/author/vikram/) for the tech/science/nature beat.
* Provided editorial support via copy editing, research review, and source vetting.

**SAN FRANCISCO BUSINESS TIMES DEC 2012 – 2013**

**Student Reporter**

*Internship completed as part of the San Francisco State University's Journalism B.A.*

* [Wrote profile pieces](https://www.bizjournals.com/sanfrancisco/print-edition/2013/05/24/naias-gelato-on-a-stick-stands-out.html) on local businesses in the Bay Area.
* Monitored and updated personal profiles of executives highlighted for promotions.
* Assisted with research, copy editing and vetting for stories within the tech/science space.

**NEW DELHI TELEVISION 24X7 2008 – 2010**

**Associate English Output Editor**

*Hired as a newsroom intern to assist in general newsroom operations and promoted twice within official staff positions.*

* Monitored/managed live ticker, breaking news flashes during half-hour bulletins.
* Managed copywriting, video editing via Avid & iNews
* Archived footage and [creating original on-air stories](https://youtu.be/uj_6qtfSjMo).
* Left New Delhi in May 2010 to complete B.A. Journalism @ SFSU starting in the fall of 2011.