

Shoaib Shaikh

Senior Software Developer

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PROFESSIONAL SUMMARY

Results-oriented Senior Software Developer with 5 years of experience in designing, developing, and maintaining scalable web applications. Specialized in PHP, Laravel, and Zend Framework with hands-on exposure to PostgreSQL, and Angular. Strong background in Agile environments, API integrations, and performance optimization. Passionate about clean code, scalable architecture, and quality-driven delivery using tools like Jira, Bitbucket, VS Code.

KEY ACHIEVEMENTS / HIGHLIGHTS

- Delivered 10+ full-scale client projects from design to deployment using PHP and Laravel.
- Reduced API response time by 30% through query optimization and caching.
- Improved code quality by implementing reusable components and regular code reviews.
- Collaborated across Agile teams to ensure on-time project delivery and meet performance benchmarks.

TECHNICAL SKILLS

- Languages: PHP, JavaScript, TypeScript
- Databases: MySQL, PostgreSQL
- Frameworks: Laravel, Zend Framework, Angular
- Web Technologies: HTML5, CSS3, Bootstrap, jQuery, AJAX
- Tools & Platforms: Postman, Git, Bitbucket, Jira, Visual Studio Code, PyCharm
- AI Tools: ChatGPT, GitHub Copilot

WORK EXPERIENCE

Senior Software Engineer - Social Beast | Jun 2025 – Present

Key Responsibilities & Achievements

- Leading development of scalable digital platforms with Laravel backend and modern responsive frontend architecture.
- Developed core backend and frontend features for TurfArena.in and DigiCard.co.in with clean, modular, and high-performance code.
- Built a complete turf booking system, including slot availability, online booking, payment gateway integration, booking confirmations, and automated notifications.

- Developed reusable backend components, service layers, and utility libraries, accelerating feature delivery and reducing code redundancy across projects.
- Developed admin dashboards for turf vendors to manage pricing, schedules, bookings, cancellations, reports, and analytics.
- Implemented real-time slot visibility, search filters, review system, and responsive UI for end users.
- Created a full digital business card generation platform supporting user profiles, social links, business information, and branding options.
- Ensured mobile-first, SEO-friendly, and fast-loading frontend with optimized layouts and improved UX performance.
- Built secure and scalable REST APIs, authentication modules, and reusable backend components.
- Improved backend performance using database indexing, caching strategies, and optimized API response times.
- Collaborated with designers, frontend developers, and stakeholders to deliver feature-rich production releases.

Senior Software Engineer – ImpplyCloud India Pvt. Ltd (formerly Impply India Technology Pvt. Ltd) | Mar 2022 – Jun 2025

Key Responsibilities & Achievements

- Led backend architecture and development of enterprise-grade web applications using PHP (Zend Framework), ensuring scalable, secure, and high-performance systems.
- Designed, documented, and integrated RESTful APIs for internal modules and third-party platforms, improving automation and system interoperability.
- Optimized MySQL queries, indexing, and Redis caching, significantly improving API speed and overall application performance under high-load scenarios.
- Developed reusable backend components, service layers, and utility libraries, accelerating feature delivery and reducing code redundancy across projects.
- Conducted in-depth code reviews, debugging, performance audits, and refactoring, ensuring maintainability and adherence to modern coding standards.
- Worked closely with cross-functional Agile teams using Jira (sprint planning) and Bitbucket (version control) to deliver features on time with CI/CD support.
- Designed, enhanced, and maintained Campaign Management and Rewards/Loyalty modules, ensuring smooth workflows from campaign setup to user engagement analytics.
- Built secure, scalable APIs for campaign creation, reward tracking, point redemption, and user activity reporting.
- Improved database architecture and query efficiency for large-scale loyalty datasets handling millions of records.
- Implemented advanced caching strategies (Redis), pagination, and optimized data retrieval patterns to enhance system reliability and responsiveness.
- Contributed to UI integrations using AngularJS, JavaScript, HTML5, CSS3, Bootstrap, ensuring seamless frontend-backend communication.

PHP Developer – Georeach Technologies | Jan 2020 – Feb 2022

Key Responsibilities & Achievements

- Developed and maintained ERP and eCommerce modules, ensuring smooth backend functionality and scalable architecture.
- Designed and implemented RESTful APIs, backend logic, and optimized database structures for performance.
- Mentored junior developers, conducted code reviews, and ensured adherence to best development practices.
- Worked with QA teams to improve test coverage, reduce defects, and support stable production deployment.
- Designed and developed eCommerce platforms, CMS systems, dynamic websites, and admin panels for multiple client projects.
- Integrated payment gateways, donation modules, inquiry systems, automated email notifications, and backend content management tools.
- Built and optimized product catalogs, order management modules, SEO structures, responsive UI, and performance-focused features for various client websites.
- Improved website load performance using caching, image optimization, query tuning, and clean frontend architecture.
- Developed CMS solutions for projects, services, blogs, events, galleries, and testimonials across different industries.

INTERNSHIP

Web Developer – Georeach Technologies | Sep 2019 – Dec 2019

- Assist in developing and maintaining web pages using HTML, CSS, JavaScript, and PHP.
- Work with senior developers to build API-based features and backend functionality.
- Support database operations, including writing and updating SQL queries.
- Participate in daily stand-ups and contribute ideas for improving user experience.

PROJECT HIGHLIGHTS

1) Loyalty & Rewards Platform (<https://www.annexcloud.com>)

- Developed and enhanced Campaign Management and Reward modules.
- Built APIs for campaign creation, reward tracking, and point redemption.
- Improved database queries for large-scale loyalty data and system performance.

Technologies: PHP, REST APIs, MySQL, Redis, AngularJS, JavaScript, HTML5, CSS3, Bootstrap

2) BatteryBabu (<https://batterybabu.in>)

- Designed and developed full website and admin panel using Laravel.
- Implemented product catalog, payment gateway, and order management modules.
- Optimized SEO and backend performance.

Technologies: PHP, Laravel, MySQL, JavaScript, jQuery, HTML5, CSS3, Bootstrap

3) Annapurna-Devi (<https://annapurna-devi.org>)

- Developed website and CMS for managing events, gallery, and blogs.
- Integrated online donation system and payment module.
- Maintained admin panel and optimized for responsive design.

Technologies: PHP, MySQL, Bootstrap, JavaScript, AJAX

4) CosmoRack (<https://cosmorack.com>)

- Developed front-end and backend CMS for product and content updates.
- Integrated inquiry form and automated email notifications.
- Ensured SEO compliance and optimized for faster page load.

Technologies: PHP, Laravel, MySQL, jQuery, Bootstrap

5) SunPowerIndia (<https://sunpowerindia.in>)

- Developed complete website and CMS for project and service management.
- Created admin panel for updating project portfolios and testimonials.
- Handled on-page SEO and responsive front-end design.

Technologies: PHP, Laravel, MySQL, HTML, CSS, JavaScript

EDUCATION

- Master of Business Administration (MBA) – Information Technology – 2019 | Savitribai Phule Pune University, Pune
- Bachelor of Computer Applications (BCA) – 2016 | Savitribai Phule Pune University, Pune

LANGUAGES KNOWN

English, Hindi, Marathi