

Thaj Anas

ASPIRING FULL-STACK SOFTWARE DEVELOPER

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ABOUT ME

I am an aspiring full-stack software developer with a proven track record in sales, marketing, and customer support. Currently completing my BCS Chartered Software Engineering exam, I am eager to join your organisation for direction and exposure in the field.

PROFESSIONAL EXPERIENCE

Freelance Software Developer
2022 – Present

Digital Marketer – Ningbo Marketing PVT LTD
2020 – 2022

Key responsibilities:

- Revamped social media platforms for increased brand awareness and engagement. (from 0 to 500 to 1000+ in less than a month)
- Trained sales team, gathered customer insights, and implemented enhancements for better online experience.
- Collaborated with freelancers to enhance website design and user experience while aligning with digital trends.

Client Activation Specialist – WEBXPAY PVT LTD
2016 – 2019

Key responsibilities:

- Facilitate smooth client onboarding by assisting with acquisition and collaborating with the onboarding team.
- Develop and maintain working relationships with key clients, providing digital marketing strategy and execution advice.
- Closely monitor client performance, ensuring their businesses thrive in the online environment.

Business Development Manager – ReatilGenius PVT LTD
2015 – 2016

Key responsibilities:

- Client acquisition and onboarding
- Assisting clients in selecting effective promotional strategies for their products
- Conducting market research to support business growth initiatives

Content Moderator – Kaymu PVT LTD (Now, Daraz)
2014 – 2015

Key responsibilities:

- Quality control
- Ensuring compliance

IT Coordinator | Millers PVT LTD (Subs. of Cargills)
2013 – 2014

Key responsibilities:

- On-boarding clients
- Provide technical assistance

PROJECTS

- Firechat
<https://github.com/tjnaz/firechat>
- Calculator
<https://github.com/tjnaz/100devs-calculator/tree/answer>
- Tic-tac-toe
https://github.com/tjnaz/100devs-tic_tac_toe

ACHIEVEMENTS

- Developed a digital marketing strategy to increase online presence and customer engagement by **110%** (via ads/scheduled posts/polls) during the COVID-19 pandemic. – (@Ningbo)
- At WEBXPAY, I managed to increase client retention for monthly/annual subscription by **-50%** via implementing a **linear on-boarding process** with a feedback loop for minimal supervision and scalability.

SKILLS

Tech/Software based:

- HTML, CSS, JS/ECMA Script
- Front-end, and back-end frameworks – React & NodeJS

Non-coding:

- Digital Marketing, CRM, SEO, and SMM
- Customer focus & Communication
- Analytical thinking
- Collaboration

EDUCATION BACKGROUND

- BCS (UK). P.G Dip. (Level 6)
In progress – About 50% complete
- Singapore Informatics
International Diploma in Computer Science
Completed in 2013