

Tushar Ansal

E-mail: tusharansal23@gmail.com

Mob: 9121326637

Professional Summary

Versatile and detail-oriented Full Stack Developer with over 3 years of experience in software development, specializing in MERN stack, Java, and emerging technologies like Generative AI and Large Language Models (LLM). Demonstrated expertise in web application development, computer vision, and deploying complex e-commerce and service-based solutions. Skilled in digital marketing, including SEO optimization, social media management, and ad campaign execution across Meta, Google, Instagram, and LinkedIn. Adept at leading teams and working across diverse domains, including IT, e-commerce, and real estate, with a strong focus on innovation, scalability, and client satisfaction.

Work Experience

Full Stack Developer & Digital Marketing Expert

HR Digital Pvt Ltd. | Feb 2025 – Present

- Developed a **WhatsApp bulk sender extension** to enhance marketing reach.
- Specialized in **SEO strategies**, optimizing websites for search engine rankings.
- Designed and developed websites for various clients, ensuring high performance.
- Managed and executed **ad campaigns** across **Meta, Google, Instagram, LinkedIn**, optimizing for maximum ROI.
- Created **social media content** for **Instagram, Facebook, and other platforms**, including posts and marketing creatives.

Intern – Gen AI & LLM Associate

Samaadhaan | Aug 2024 – Sept 2024

- Worked on data annotation and generated prompt QA in German and Hindi languages.
- Contributed to the development of AI-driven solutions, enhancing the efficiency of language models.

Freelance Developer

December 2022 – 2024

- Developed and deployed e-commerce websites and service-based corporate applications.
- Worked on generative AI and large language model (LLM) projects, focusing on innovative solutions for client needs.
- Led multiple projects from concept to completion, ensuring high-quality and timely delivery.

MERN Stack Developer & Java Developer

Teqdeft | January 2021 – December 2022

- Developed and maintained full-stack applications using the MERN stack (MongoDB, Express.js, React, Node.js).
- Worked on various Java-based projects, enhancing and optimizing backend processes.
- Collaborated closely with cross-functional teams to ensure seamless integration of new features.

Software Developer

Nagarro | September 2019 – January 2021

- Developed web applications using Java, Spring, XML, and JavaScript.
- Worked on IT and e-commerce domains, contributing to projects involving SAP-Hybris.
- Utilized server-client architecture to deliver robust and scalable applications.

Skill set

Web Development: Experience in building and managing e-commerce websites using Java, SAP-Hybris, and the MERN stack.

AI & Machine Learning: Expertise in Generative AI, Large Language Models (LLMs), data annotation, and Prompt QA.

Project Management: Skilled in Agile methodology, team leadership, and client communication.

SEO Optimization: On-page & off-page SEO, keyword research, competitor analysis, and Google search rankings improvement.

Social Media Marketing: Strategy development, content creation, and post management for Instagram, Facebook, LinkedIn, and other platforms.

Paid Advertising: Expert in Google Ads, Meta Ads (Facebook & Instagram), and LinkedIn Ads, ensuring maximum ROI.

WhatsApp Marketing: Developed and deployed a WhatsApp bulk sender extension for business communication.

Brand Management: Enhancing online presence, audience engagement, and lead generation through targeted campaigns.

Programming and scripting languages	Java, C++, HTML, CSS, Vue-Js, JavaScript, My-SQL, jQuery, SCSS, XML, PHP, LESS, JSTL, ReactJs, NodeJs
Frameworks, tools, and libraries	Android Studio, Eclipse, Code-blocks, Dev C++, Net-beans, SAP- Hybris, Postman, VS-Code, SourceTree,Git, SuperAnnotate, AIXBlock

Servers and platforms	Apache, Tomcat, WAMP, XAMPP, Express
Databases and BI	MySQL, MongoDB
Devices and OS	Linux (Ubuntu), MS-Windows 10.1
Project management tools	JIRA, Confluence, Git

Education

Master of Computer Application, Computer Science, National Institute of Technology Warangal (NITW), Telangana, India
Bachelor of Computer Application, Computer Science, Goswami Ganesh Dutta Sanatan Dharma College (GGDSDC-32), affiliated to Panjab University, Chandigarh, India

Project Overview	A digital marketing campaign focused on SEO optimization, paid advertising, and social media marketing to enhance the online visibility of a local e-commerce business . The project aimed to improve search rankings, drive website traffic, and boost customer engagement.
Frameworks, Tools, and Platforms	Google Ads, Facebook Ads, Google Analytics, SEMrush, Ahrefs, Canva, WordPress
Responsibilities	<p>Conducted SEO optimization, including keyword research, competitor analysis, and backlink strategy.</p> <p>Designed and managed Google Ads and Meta Ads (Facebook & Instagram) campaigns for targeted lead generation.</p> <p>Created engaging social media content to increase brand awareness and customer interaction.</p> <p>Optimized website UI & landing pages to enhance conversion rates.</p> <p>Analyzed campaign performance using Google Analytics and provided insights for improvement.</p>

Recent projects

Detecting Speed of vehicle using Video Processing (Deep-Learning)

Project overview	Project involved measuring speed of a vehicle as soon as it comes under the Region of Interest from its initial point (When it gets discovered by the tracker). Tracking of a vehicle is based on Euclidean Distance from its initial to current location.
Frameworks, tools, and libraries	PyCharm, TensorFlow, OpenCV
Responsibilities	Responsible for installation and configuration of libraries. Implemented the functionality and involved in design and development of the application. Implemented logic for the calculation of speed. Handled storage, refining and management of data. Performed unit testing

Comprehensive E-Commerce Retail Application Enhancement and API Development

Client	Client is a well-known chain of retail stores providing variety of products such as apparel and accessories.
Project overview	Includes upgradation of design by applying SCSS to every single page of the application which are Login-Update-Reset, My account, SOP, Checkout, Cart, PLP, PDP, Payment, Wishlist etc. That improved performance of the whole application and also get compatible with the latest features in market. Additionally, the project included creating APIs for cart functionalities, and developing an admin panel dashboard for CRUD operations on products, total stock tracking, and overall system management.
Frameworks, tools, and libraries	SAP-Hybris, Eclipse, JIRA, Source-tree.
Responsibilities	Involved in architecture design and development, UI creation and troubleshooting. Responsible for resolving all the functional (Carousel, Accordion mechanism and PDP, PLP operations) and UI issues occurred due to modification. Handled testing and Prepared POC for all Pages to assure they are functioning as expected. Fixed some related and non-related blockers appeared at the time of Upgradation.

Content-Stack- Headless CMS Integration.

Client	Client is a leading chain of stores providing electronics and gadgets ranging from household necessities (such as refrigerators, televisions, ACs, etc.) to mobile phones, computers, etc.
Project overview	Includes integration of content-stack by switching on the infra flag while keeping the CMS-Component tagged which is offered by SAP in parallel. It provides the client to manage content of the application more dynamically.
Frameworks, tools, and libraries	SAP-Hybris, Eclipse, JIRA, Source-tree. Content-Stack, Postman, Confluence

Data Labeling and Prompt Answer Generation for German Language Using AIXblock Tool

Client	Client is a prominent organization focused on providing AI-based solutions for diverse industries, including HealthCare, IT, and Telecom
Project overview	This project involved the use of the AIXblock tool for data labeling and prompt answer generation in the German language. The primary objective was to create high-quality datasets for training AI models by accurately labeling data and generating prompt-based QA solutions. This initiative was crucial for improving the performance of the client's AI systems in understanding and processing German language inputs effectively.
Frameworks, tools, and libraries	AIXblock, Teams, Monday
Responsibilities	<p>Performed data labeling and annotation tasks using the AIXblock tool, ensuring high accuracy and consistency in the German language dataset.</p> <p>Developed prompt-answer-based solutions to enhance the AI model's understanding of complex queries in German.</p> <p>Collaborated closely with the AI development team to provide labeled data for model training and validation.</p> <p>Tested and validated the labeled data and prompt answers to ensure they met the project requirements and standards.</p> <p>Documented processes and best practices in Confluence for future reference and team onboarding.</p>