

Manish Gupta

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Professional Summary

Full-stack Software Engineer with 3 years of experience in Laravel, WordPress, and AWS. Expertise in building scalable web applications, optimizing APIs, implementing SEO strategies, and contributing to Agile workflows.

Professional Experience

Software Engineer, Vistaar Digital – Borivali, Mumbai June 2022 – Present

- **Real Estate Management System:** Developed a scalable Laravel-based headless Real Estate Management System for the US market, reducing API response times by 65% and ensuring robust data validation.
- Integrated AWS, Stripe, PandaDoc, analytics, streamlining payments, document management, and automation.
- Deployed on Heroku, enabling high availability and optimized backend performance for a React.js front-end.
- **Sales-Driven CMS Development:** Contributed to a full-stack Laravel CMS for pharma, real estate, and insurance, enabling dynamic e-detailing and analytics tracking.
- Improved system efficiency with custom filters, data validation, and optimized page loads by 40%.
- Integrated AWS, SendGrid, and advanced analytics enhancing scalability and reducing downtime by 20%.
- **Pharma-Focused CMS:** Developed a Laravel CMS for the Ciplamedflix-Singledose project, enabling seamless integration of data from two databases.
- Optimized report generation using DataTables, enhancing performance and user experience.
- Ensured efficient data handling and streamlined backend processes for scalable operations.
- **Optimization and Cloud Solutions:** Enhanced SEO performance, achieving a 20% increase in organic traffic and improved page speed, and structured data while leveraging AWS and Heroku for scalable deployments.
- **WordPress Expertise:** Delivered 8+ optimized WordPress projects, with a focus on SEO, boosting user engagement metrics by 25% through dynamic data visualizations and improved navigation structures.
- **Front-End Development:** Created responsive, interactive interfaces using HTML, CSS, JavaScript, and jQuery, incorporating animations and design elements to boost user engagement.
- **Team Collaboration:** Actively contributed to Agile workflows, including stand-ups and sprint planning, while mentoring junior developers to ensure project success.

Skills

Programming Languages: PHP, JavaScript, HTML, CSS, SQL

Frameworks Libraries: Laravel, Livewire, WordPress, Bootstrap, Tailwind

Developer Tools: Git, Visual Studio Code, Jira, Asana, Postman

Cloud Platforms: Amazon Web Services (AWS - Lambda and S3), Heroku

Other Skills: Search Engine Optimization (SEO), API Development, WebSocket Implementation

Education

Bachelor of Science in Computer Science – University of Mumbai

2019 – 2022

Projects

Book Share Hub

- Developing an AI-powered platform connecting readers with features like SSO login, personalized dashboards, AI-driven recommendations, and live chats. Scalable systems featuring virtual bookshelves, gamified challenges, and trade reviews.

E-Commerce Platform

- Designed and deployed a WordPress WooCommerce site, increasing online sales by 30% in the first quarter post-launch with a streamlined custom booking system and secure payment integration.