

# SHUBHAM BANSAL

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## PROFESSIONAL EXPERIENCE

### Software Developer

**ADYOGI (ISB, IIT Bombay startup)** Mar 2022 – Present

Built Ads platform from scratch with **Next.js**, creating **API endpoints** for **MongoDB** & **MySQL**, and optimized data retrieval with **indexed queries**. Integrated **Gain-sight** for user journey tracking & **Clarity** for heatmaps. Used libraries such as **pusher** to send real-time notifications, **react-calendly** for client meetings, **react-sendgrid** for email communications. Created **custom hooks** to sync **state**, **URL parameters** & to set **local storage**.

### Customized Ads and Enhanced Catalog Management

- **Intelligent Smart Ads**: created **catalog linked ads** with advanced Adyogi customizations to filter top performing products, boosting **ROAS** of brands by **20%**. Used cutting-edge templates powered by **AI** to create **dynamic creative overlays** improving **CTR** by **25%**. Integrated **OpenAI text generator GPT 3.5 turbo** model to generate creative Ad-texts. Used **lazy loading** and **Next.js image optimisation** to reduce page load latency by **30%**.
- **Smart Stock Status**: dynamically mark products as out of stock based on pivot sizes, reducing bounce rate by **20%** and Ad spend by **15%**. Used **Shopify Polaris Modal, Card and Data Table** to present data effectively.
- **Title Optimization and Catalog Mapping**: optimized **Google Shopping titles** to match specific search query. Added drag-and-drop functionality with **react-beautiful-dnd** to set preference of attributes in title. Enriched **product feed** attributes using **Feed AI** to get better visibility in Ads.

### Analytics and Automations

- **Product Analytics**: created reporting **dashboards** for key business metrics. Added multiple views like top converting, top performing products. Provided users with default presets and custom presets. Created **dynamic expandable tables** and **custom popovers**. Added **Column Selector** and **Column Reordering** functionalities. Integrated **react-csv** to download reports.
- **Product StopLoss**: automatically exclude **poor performing** products and include **top performing** products which reduced Ad-spends leakage by **20%**. Showed **logs** to track excluded products and potential Ad savings.
- **WhatsApp API**: created API to send daily WhatsApp reports to 300+ clients leveraging **Integromat API** & **Twilio**.

### Authorization and VAPT

- Used **Next-Auth Credentials Provider** and **signIn, signOut** to authenticate user login. Utilized **JWT** for secure authorization.
- **VAPT**: resolved critical security flaws including **broken authentication** and **session management** issues. Secured **send mail endpoint** misconfigurations and addressed **multiple secret leaks**, reducing vulnerability risk by **50%**.

## INTERNSHIPS

### Software Developer

**Agrowave (IIT-Delhi startup)** Jan – Mar 2022

- Developed key functionalities for the primary website which runs company business using **ReactJs** & **Redux**
- Added **ReactJs functional components** to manage revenue of different commodities
- Incorporated **Approve** and **Reject** features for administrators to review seller requests
- Augmented website with **Date Picker** & **Scrollbar** features

### Software Developer

**Leena AI (IIT-Delhi startup)** Jun – Aug 2020

- Enhanced **searching, scrolling, rendering & loading** experiences in various components of website using **React JS**
- Implemented **Pagination** on website using **Antd** library
- Actualized **Multi-Select Filters & Tags** in analysing happiness level of employees of different locations, domains etc.
- Created **Common Utility Files** for eliminating redundancy & grouping different sections of website
- Worked with Hooks in Functional components in **React JS** and performed parsing & stringifying of data using **JSON**
- Created Email Cover Letters using **CSS**

## EDUCATION

### B.Tech in Computer Science & Engineering

**J.C. Bose University (YMCA), Faridabad**

CGPA: 8.40/10

2018 – 2022

## TECHNICAL SKILLS

- Next.js, React.js, Node.js, Express, MongoDB, Git
- C++, C, Python, Java, SQL, HTML, CSS, JS

## ACHIEVEMENTS

- Won **R&R** award for being best performer in Adyogi's Tech team.
- Won **Codecadet** a 3-hour coding competition hosted by J.C. Bose University.
- Achieved **4\*(1830)** Rating on **Codechef**