

HARIS AHMAR

BACKEND DEVELOPER

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<https://github.com/harisahmar7>

Pune

PROFESSIONAL SUMMARY

Backend Developer specializing in Node.js, building scalable and efficient server-side applications. Proficient in RESTful APIs, microservices architecture, PostgreSQL, BigQuery, Redis, AWS, and Kafka. Strong focus on writing clean, optimized code and collaborating effectively with cross-functional teams. Experienced in agile methodologies and version control using Git.

TECHNICAL SKILLS

- **Programming & Frameworks:** JavaScript, Node.js, Express.js, Restify
- **Databases & Data Management:** PostgreSQL, BigQuery, Redis, MongoDB
- **Cloud & DevOps:** AWS, GCP, Kafka
- **Version Control & CI/CD:** Git, Agile methodologies
- **Frontend (Basic Understanding):** React.js

PROFESSIONAL EXPERIENCE

BrainBees Solutions Ltd [Firstcry.com] | Software Developer | 2021 - Present

- Designed and optimized a comprehensive marketing automation platform, leveraging Node.js, PostgreSQL, and BigQuery for high-performance data processing.
- Developed and deployed WhatsApp campaign management APIs, including CRUD operations and automated campaign execution using a scheduler, improving efficiency by 30%.
- Implemented click tracking (whatsapp_clicked event) and conversion tracking logic, enhancing campaign success measurement.
- Integrated OneLink URL shortening & tracking, improving user engagement monitoring by 40%.
- Built a revenue tracking system to measure campaign ROI, increasing accuracy by 25%.
- Collaborated with cross-functional teams following Agile methodologies for on-time project delivery.

PROJECTS

Jarvis Digital Marketing Tool | 2022 - Present

- Developed robust APIs for WhatsApp campaign management, enabling seamless message delivery.
- Automated campaign execution using cron jobs, reducing manual effort by 50%.
- Integrated click tracking and conversion logic, significantly enhancing engagement tracking.

Firstcry Parenting | 2021 - 2022

- Developed and maintained RESTful APIs, enhancing frontend-backend communication and reducing response time by 20%.
- Optimized PostgreSQL queries, improving database efficiency and reducing query execution time by 35%.
- Assisted in migrating legacy services to microservices architecture, increasing system scalability and performance.

EDUCATION

Bachelor of Computer Science and Engineering

Aliah University (2016 - 2020) | CGPA: 7.56