

# MOHIT KUSHWAHA

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## PROFESSIONAL SUMMARY

Frontend and Full-Stack Developer with hands-on experience building scalable web applications using React.js, Node.js, Express.js, Firebase, and MongoDB. Skilled in developing responsive UI/UX-focused applications, REST APIs, and production-ready web platforms. Experienced in Shopify-based e-commerce growth, Meta Ads performance marketing, branding, and conversion optimization. Successfully generated █25K+ in sales with approximately █1K ad spend through targeted digital campaigns and product positioning. Passionate about startups, product development, AI-powered workflows, and performance-driven digital experiences.

## TECHNICAL SKILLS

|                        |                                                                                           |
|------------------------|-------------------------------------------------------------------------------------------|
| Frontend               | React.js, HTML5, CSS3, JavaScript, Responsive Design                                      |
| Backend                | Node.js, Express.js, REST APIs                                                            |
| Database               | MongoDB, Firebase                                                                         |
| Tools & Platforms      | Git, GitHub, Postman, Render, Figma                                                       |
| Marketing & E-commerce | Shopify, Meta Ads, Performance Marketing, Branding, Conversion Optimization, Social Media |
| Programming Languages  | Java, Python, C++                                                                         |
| Other Skills           | UI/UX Design, AI Workflows, Testing, SEO Basics                                           |

## PROFESSIONAL EXPERIENCE

### Performance Marketing & Shopify Store Management | Self-Managed E-commerce Projects | 2025 – Present

- Built and managed Shopify-based online stores with a focus on user experience and conversion optimization.
- Executed Meta Ads campaigns using audience targeting and performance-driven marketing strategies.
- Generated █25K+ sales with approximately █1K ad spend through optimized product positioning and creatives.
- Worked on product research, branding, customer engagement, and landing page improvements.

### Independent Full-Stack Developer | Personal & Client Projects | 2025 – Present

- Built full-stack web applications using React.js, Express.js, Firebase, and MongoDB.
- Developed responsive and scalable frontend applications with strong UI/UX focus.
- Implemented backend APIs, authentication systems, and database integrations.
- Delivered product-focused solutions for practical business and user requirements.

### Live Client Project Delivery — Jordyn Haircare (Florida, USA) | Frontend & PWA Development | Apr 2026 – Present

- Built and improved a live Progressive Web Application (PWA) for a Florida-based client.
- Focused on mobile responsiveness, UI/UX improvements, and product presentation quality.
- Delivered production-ready frontend features and enhancements.

- Managed remote client communication and execution of project requirements.

## PROJECTS

**Jordyn Haircare PWA** — Client-facing progressive web application with responsive UI and optimized mobile experience.

**Family Grocery Store Platform** — Full-stack e-commerce platform built using React.js, Firebase, Express.js, MongoDB, and Render deployment.

**AmbedkarGPT** — RAG-based AI assistant using LangChain, ChromaDB, sentence-transformers, and Ollama.

## EDUCATION

### Kanpur Institute of Technology

B.Tech in Information Technology | Expected Graduation: 2027 | CGPA: 7.8

### Mary Jesus Education Centre

Completed in 2023

## CERTIFICATIONS

- AKTU AI Tech Confluence 2025 — AKTU x GUVI x HCL
- Generative AI Mastermind — Outskill
- TRIPS 2025 Summit — IIT Kanpur

## ACHIEVEMENTS & LEADERSHIP

- 2x Scholarship Recipient for academic performance.
- Coordinator, College Singing Group.
- Actively exploring frontend, full-stack, startup, and performance marketing opportunities.