Muhammed Nabeel

Full Stack Developer | Digital Marketer

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Portfolio

PROFESSIONAL SUMMARY

A results-driven Full Stack Developer and Digital Marketer with hands-on experience in building scalable web applications, e-commerce platforms, and inventory management systems. Skilled in React.js, Node.js, Express.js, MongoDB, Go (Gin), PostgreSQL, REST APIs, and modern frontend technologies. Experienced in digital marketing, Meta Ads, Google Ads, SEO, marketplace product listing, and brand growth strategies. Passionate about solving real-world business problems through technology and data-driven marketing.

PROFESSIONAL EXPERIENCE

Full Stack Developer & Digital Marketer Electronics City,
ChipCharm Foods Pvt Ltd Bengaluru

- Developed and managing **Inventory Management System** to track stock, sales, packaging, and product flow.
- Built and maintaining **E-commerce websites** for product sales and online presence.
- Managed product listings on platforms like **Flipkart and Blinkit**, improving visibility and conversions.
- Planned and executed **Meta Ads campaigns**, optimizing ROI and customer targeting.
- Handled complete **digital operations**, including marketing, product data, and system workflows.
- Automated business processes to reduce manual work and improve efficiency.

Software Development Intern 05/2025 – 12/2025
Bridgeon Solutions Manjeri, Malappuram

• Developed backend APIs using **Node.js and GoLang** following clean architecture principles.
• Designed and implemented **RESTful APIs with React-based frontend applications**.
• Implemented authentication systems using **JWT and role-based access control (RBAC)**
• Collaborated with developers using **Git workflows, pull requests and Agile sprint planning**
• Used **AI-assisted development tools to improve development speed and debugging**
• Participated in debugging production issues and improving backend performance.

SKILLS

Backend Development
Node.js, Express.js, Go (Golang), Gin, Fiber

Databases
PostgreSQL, MongoDB

DevOps & Tools
Docker, Git, Postman, CI/CD, Stitch

AI-Assisted Development
Claude, ChatGPT, GitHub Copilot, Gemini, Codex, Antigravity

API & Communication
REST APIs, GraphQL, gRPC, WebSockets

Authentication & Security
JWT Authentication, RBAC, bcrypt

Frontend
React.js, Next.js, JavaScript, Tailwind CSS, Redux Toolkit

Computer Science Fundamentals
Data Structures, Algorithms, Database Modeling, Microservices Architecture, API Design, Unit Testing

PROJECTS

Digital Marketer
- Planned and managed **Meta Ads (Facebook & Instagram)** campaigns for customer acquisition and lead generation.
- Optimized website content and product pages using **SEO best practices** to improve search visibility and organic traffic.
- Managed product listings across **Amazon, Flipkart, Blinkit, and other e-commerce marketplaces**, ensuring accurate product information and optimized content.
- Created and optimized product titles, descriptions, keywords, and images to improve marketplace performance.
- Analyzed campaign performance using key metrics such as **CTR, CPC, CPM, ROAS, and Conversion Rate**, making data-driven optimization decisions.
- Coordinated with design and product teams to create high-converting marketing creatives and landing pages.
- Developed social media marketing strategies to improve brand awareness and customer engagement.
- Monitored website and campaign performance using **Google Analytics** and Meta Ads Manager.

Inventory Management System (Chipcharm)
- Designed and developed a **full-stack inventory management system** to track stock levels, sales, packaging, and sample distribution in real-time.
- Built RESTful APIs using **Node.js and Express.js** for handling product data, stock updates, and transaction records.
- Implemented **MongoDB schema design** for efficient data storage and fast retrieval of inventory operations.
- Developed responsive UI using **React.js** with component-based architecture and dynamic state management.
- Integrated **role-based access control (RBAC)** for admin and staff operations.
- Automated stock tracking and reporting, reducing manual tracking errors and improving operational efficiency.

DoorCarts
Multi-Vendor E-Commerce Platform
- Developed a full-stack **multi-vendor e-commerce platform** using React.js, Node.js, Express.js, and MongoDB.
- Designed and implemented secure **RESTful APIs** for authentication, product management, orders, payments, and user profiles.
- Implemented **Role-Based Access Control (RBAC)** for Customers, Vendors, Delivery Partners, and Administrators.
- Built responsive and mobile-friendly user interfaces using **React.js** and **Tailwind CSS** with reusable component architecture.
- Developed Vendor Dashboard for product listing, inventory management, pricing, order processing, and sales analytics.
- Built Admin Dashboard to manage users, vendors, products, categories, orders, commissions, and platform analytics.
- Developed Delivery Partner module for order assignment, delivery tracking, status updates, and order completion.
- Integrated shopping cart, wishlist, checkout, coupon management, and order tracking features.
- Implemented secure **JWT Authentication**, password encryption, and protected routes for all user roles.
- Optimized MongoDB database schema and API performance for scalability and faster data retrieval.

Foodish, E-Commerce Platform
- Developed a full-stack e-commerce platform using **React.js, Node.js, Express.js, and MongoDB**.
- Implemented **Role-Based Access Control (RBAC)** with separate **Customer, Admin, and Delivery Partner** portals.
- Built responsive user interfaces using **Tailwind CSS** with a modern component-based architecture.
- Developed secure **JWT authentication**, user authorization, and role-specific access permissions.
- Designed RESTful APIs for **authentication, product management, orders, payments, and delivery management**.
- Built an **Admin Dashboard** to manage users, products, categories, inventory, orders, delivery partners, and analytics.
- Developed a **Delivery Partner Dashboard** for order assignment, delivery status updates, and order tracking.
- Implemented shopping cart, wishlist, checkout, order management, and real-time order status tracking.