

MOHIT ANEJA

+91 99150-69399
mohitaneja@gmail.com

Sr. Software Developer

Results-Driven Lead Software Developer with over 18 years of hands-on experience, showcasing a proven track record of accomplishments in Information Technology. Proficient in technology evaluation, abreast of industry trends, and possessing a robust technical background. Strong communicator with expertise in cross-platform development. Actively seeking a dynamic role in a progressive environment to leverage extensive experience in crafting scalable, standardized, and well-documented applications. Dedicated to adhering to company guidelines and contributing to the creation of exceptional customer-facing products.

■ WORK HISTORY

Nov 2021 – Nov 2023

Team Lead / Senior Developer

AwesomeMotive INC, US

- Led the MonsterInsights Technical Team as a dynamic team leader, overseeing daily operations to optimize product functionality and swiftly address reported bugs.
- Implemented and streamlined Agile project management methodologies by integrating Zunhub with Github, resulting in increased project efficiency and collaboration.
- Pioneered the integration of one-click operations, revolutionizing product testing processes and significantly reducing testing cycle times.
- After a year, switched to Senior Developer role to lead the design and development of custom internal tools tailored to optimize and automate intricate Google Analytics processes.
- Elevated functionality and user experience of the UserFeedback plugin through strategic enhancements and optimizations. Solely assumed responsibility for maintaining the entire lifecycle of the plugin, taking the lead on troubleshooting and swiftly addressing bug fixes to ensure uninterrupted performance.

Technology Stack:

Architected dynamic and feature-rich WordPress plugins, strategically designing backend pages with Vue.js for enhanced interactivity and seamless integration via the WordPress REST API. Engineered frontend widgets and implemented sophisticated analytics code, employing a combination of vanilla JavaScript and Vue.js to optimize performance. This comprehensive approach underscores a commitment to delivering top-tier solutions, blending cutting-edge technologies for a refined and user-centric experience.

Sep 2008 – Nov 2021

Founder / CTO

CSSJOCKEY, Chandigarh, India

- Orchestrated a multitude of business functions, spanning strategic planning, operations, business development, and effective staff leadership, showcasing a versatile skill set.

- Drove successful delivery of thousands of tech products to a diverse clientele, both domestic and international, while serving as a Lead Developer and Freelance Developer via Upwork.
- Proactively cultivated strategic relationships with key businesses and decision-makers, fostering dynamic and high-yielding partnerships that significantly contributed to business development and bolstered the bottom line.
- Maintained an impeccable track record on Upwork, boasting a 5-star rating and 100% job success to date. Explore my profile at <https://www.upwork.com/ag/cssjockey>.
- Released and managed six WordPress plugins on Envato's CodeCanyon marketplace, consistently earning impressive 4.9-star ratings over a tenure spanning seven years.
- Demonstrated astute leadership with expertise in Infrastructure Implementation, Program/Project Management, Emerging Technologies, Governance, Risk & Compliance, Software/Database Migration, Systems Integration, and Cradle to Grave Contract Management.
- Propelled corporate profitability and productivity through dynamic analytical, problem-solving, and communication abilities, establishing a reputation as a results-driven leader.

July 2019 – Nov 2021

Lead Software Developer / Development Head

Customer Stack, Leeds, United Kingdom

- Innovatively conceived and developed a cutting-edge SaaS application, providing Shopify merchants with a centralized platform for growth, facilitating scalable management of one or multiple stores.
- Collaborated closely with internal teams and stakeholders to identify optimal solutions for enhancing user experience, demonstrating effective communication and problem-solving skills.
- Independently spearheaded the creation of the Minimum Viable Product (MVP) and established a local development environment in Docker for PHP, seamlessly integrated with AWS (LocalStack).
- Assumed leadership of PHP/Vue.js stack teams, coordinating efforts with the AWS team to implement robust cloud infrastructure and establish CI/CD pipelines using Terraform.
- Played a key role in prioritizing and scoping feature requests, ensuring a strategic focus on high-impact features to drive maximum value for end-users.
- Conducted thorough testing and fine-tuning of applications, resulting in a notable reduction in instances of bugs and substantial optimization of application speed.
- Enforced coding principles and standards, guaranteeing 100% code compliance and contributing to the overall quality and maintainability of the application.
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Technology Stack:

The robust frontend framework is meticulously crafted with VueJs, leveraging the power of NuxtJs and Vue Micro Services. On the backend, the architecture is fortified with Laravel and .Net, employing a sophisticated micro-services design. This dynamic system is seamlessly deployed on AWS using AWS CodeDeploy, orchestrated and maintained through the streamlined AWS architecture managed via Terraform.

Micro-services communication is orchestrated with precision, employing both REST-API and AWS SQS/SNS for efficient and reliable data exchange. User accounts benefit from the secure embrace of Amazon Cognito, ensuring comprehensive management, while authentication is seamlessly executed through the implementation of JWT.

The development workflow is optimized for efficiency, with all development activities conducted on local systems utilizing Docker and AWS LocalStack. Notably, a time-saving bash script has been crafted, simplifying the setup process for all micro-services and the frontend application. With just one command, the entire ecosystem is brought to life, showcasing the meticulous planning and execution behind this innovative and streamlined development approach.

Key Features:

- Centralized CRM
- Live Visitor Tracking with Automated Workflows
- One-off Campaigns
- Drip Campaign Automation
- Customer Segmentation
- Live Chat Widget
- Knowledge-base and Automated Responses
- Abandoned Cart Automation
- Loyalty Engine
- Product Reviews Engine
- Mobile App Framework
- Real-time Analytics
- Live Quiz and Recommendations with Video Avatar
- Automated Workflows

Oct 2017 – Feb 2019

Technology Consultant / Development Head

FOOTASYLUM PLC, Manchester, England

- **Leadership and Technology Consultation:** Successfully led a team of 40 developers in India with expertise in PHP, Laravel, WordPress, JAVA, HTML/CSS/JS, AWS, AI, Software Testing, and Graphic Design, serving as both Lead Developer and Technology Consultant.
- **Project Management Excellence:** Maintained a stellar 100% on-time delivery record for all projects, showcasing effective project management skills and ensuring minimal updates were required post-delivery.
- **Cross-Platform Application Development:** Conceptualized, designed, and automated cross-platform applications, significantly reducing costs and person-hours while enhancing overall operational efficiency.
- **Optimization of Product Procurement:** Spearheaded improvements in the product procurement process, resulting in a reduction of inventory hoarding costs and ensuring a more streamlined and cost-effective supply chain.
- **Warehouse Security Enhancement:** Implemented end-to-end automation and tracking systems, resulting in an impressive 90% reduction in warehouse theft, showcasing a commitment to security and risk mitigation.
- **Inventory Management Overhaul:** Elevated real-time stock status by implementing synchronization across all four warehouses and 60 stores in the UK, enhancing overall inventory visibility and optimizing stock management processes.

Technology Stack:

A diverse array of frontend applications was meticulously crafted, employing a range of cutting-edge technologies such as Laravel, VueJs, AngularJs, and WordPress. On the backend, robust applications and RESTful APIs were developed, leveraging the power of Laravel for its reliability and NodeJs for its scalability. In the realm of machine learning, innovative applications came to life through a fusion of Java and Python, harnessing the strengths of both languages for advanced functionality. The creation of cross-platform mobile applications was achieved with finesse, utilizing the dynamic combination of Java and the Ionic Framework, ensuring seamless performance across various platforms and devices. This comprehensive and versatile tech stack exemplifies a commitment to utilizing the best tools for each facet of development, resulting in a harmonious and efficient ecosystem.

Warehouse Automation

- Live location and inventory tracking within the warehouses.
- Integrated android apps for DataLogic devices.
- End-to-end product tracking.
- Procurement forecasting.
- Automated shipping label printing.

Paperless Hiring Software

- Job portal to list vacancies across all departments and locations.
- End-to-end application tracking using boards akin to Trello along with talent pool for future hiring.
- Smart resume scanner to match vacancies based on keywords.
- Candidate profiles accessible to all departments.

Integrated Admin Dashboards

- Centralized CRM for different departments.
- Live reporting, analysis, and updates.

Mar 2015 – May 2016

Lead Software Developer / CTO

Deliverd Pvt Ltd, Manchester, United Kingdom

- **Innovative Database Architecture Design:** Spearheaded the design of a robust database architecture and laid the groundwork for the foundational frameworks of the admin dashboard, customer, and driver mobile applications, ensuring a scalable and efficient system.
- **Optimization Algorithm Creation:** Engineered an intelligent algorithm aimed at tracking delivery drivers and optimizing order swaps, resulting in a substantial reduction in both delivery costs and time, showcasing a strategic and cost-effective approach to logistics.
- **Kitchen Software Development:** Pioneered the development of specialized software for kitchen operations, streamlining order management and preparation processes to enhance overall efficiency and accuracy in food service.
- **Leadership in Cross-Functional Teams:** Took charge of leading a dynamic team of frontend and backend developers, fostering collaboration and synergy to achieve project milestones efficiently.
- **Coding Standards Implementation:** Implemented rigorous coding standards and principles, ensuring the creation of standardized and compliant code. This commitment to best practices not only streamlined development processes but also contributed to the overall maintainability and longevity of the software solutions.

Technology Stack:

The administrative dashboard and REST-API were meticulously crafted utilizing the robust combination of Laravel and Firebase, ensuring a secure and efficient foundation for seamless data management. For the frontend application and blog, a dynamic WordPress setup was implemented, featuring a custom theme and an array of plugins tailored to various tasks, thereby enhancing the user experience and functionality. The Customer and Driver mobile applications were skillfully developed with the Ionic framework, seamlessly integrated with REST-API, Firebase, and Leaflet maps for real-time tracking, providing users with an interactive and responsive experience. The kitchen application, designed for operational efficiency, was constructed using Laravel and seamlessly integrated with SMS notifications, optimizing communication channels and enhancing the overall functionality of the culinary workflow. This comprehensive tech stack reflects a commitment to utilizing the best tools for each aspect of development, resulting in a cohesive and high-performing ecosystem.

Admin dashboard

- Live reporting and analysis.
- Kitchen onboarding and management.
- Driver onboarding and management.
- Customer profile management.
- Product and subscription packages management.
- Live view of all drivers on the map.
- Marketing tools to promote products and offers.

Customer Mobile Application

- Browse different healthy lunch options and subscription packages.
- Ability to order lunch daily within specific timings.
- Subscribe for weekly lunch packages.
- Live order tracking with SMS and PUSH notifications when order is close by and delivered.
- A virtual assistant to recommend healthy lunches based on customer profile and quiz.

Driver Mobile Application

- Ability to track daily pickup and delivery jobs.
- SMS, PUSH, and Voice Notification with custom mobile vibration to swap the orders.
- Live chat or voice calls with the customers.

Kitchen application

- Track daily orders to prepare.
- Update preparation status.
- Notify drivers to pick up the orders.
- Transfer orders to another nearby kitchen.

Feb 2005 – Oct 2008

Senior Operations Analyst

Dell International Services India Private Ltd, Mohali, Punjab

- **Technical Support Advancement:** Commenced the journey as a Technical Support Associate, delivering top-notch assistance to US customers dealing with Dell Desktops & Laptops through on-call troubleshooting and technical support. Recognized for exceptional

performance metrics, earned a swift promotion to the esteemed Customer Retention Team after just two months.

- **Acknowledged Excellence:** Garnered an award and appreciation from Kevin Rollins (CEO of Dell Inc.) in recognition of outstanding customer support provided to a distinguished client, underscoring a commitment to excellence and client satisfaction.
- **Rapid Career Progression:** Demonstrated exceptional skill and expertise, leading to a promotion to Senior Technical Support Associate within a mere ten months. Consistently achieved expert-grade certificates for six consecutive months, showcasing sustained excellence in technical support.
- **Operational Leadership:** Transitioned to the role of Operations Analyst through an Internal Job Posting (IJP) and swiftly ascended to the position of Senior Operations Analyst within a year, highlighting a versatile skill set and adaptability in diverse roles.
- **Efficiency Enhancement Through Automation:** Spearheaded the automation of all reporting tasks with fixed time intervals in Microsoft Excel, resulting in a remarkable 70% reduction in Cost to Company (CTC), showcasing a commitment to efficiency and resource optimization.
- **Cross-Site Implementation Success:** Successfully replicated and implemented the automated reporting system across multiple Dell sites, underscoring leadership in driving process improvements and best practices across geographical boundaries.

Apr 2004 – Jan 2005

Technical Support Officer

Convergys India Services Private Limited, Gurugram, Haryana

- **Technical Support Excellence:** Initiated the career journey as a Technical Support Officer, delivering impactful on-call support to AT&T WorldNet customers in America, demonstrating a deep understanding of technical troubleshooting and customer service.
- **Fast-Track Promotion to Floor Support:** Recognized for proficiency and leadership skills, earned a promotion to Floor Support within a remarkable four months. Assumed a pivotal role in mentoring new hires on live calls, conducting audit checks, and providing crucial insights to the senior management team, showcasing adaptability and swift learning.
- **Innovative Intranet Portal Creation:** Proactively identified the need for enhanced information accessibility and knowledge sharing. Designed and implemented an online portal on the intranet, offering a centralized hub for handy links and a comprehensive knowledge base tailored for live calls, significantly improving efficiency and reducing response times.

Oct 2003 – Mar 2004

Contact Center Executive

Universal Cyber Infoway Ltd, Panchkula, Haryana

- **Engagement as Contact Center Executive:** Initiated my professional journey as a Contact Center Executive, specializing in the proactive sale of diverse products through on-call interactions for various esteemed companies in the USA. Demonstrated a keen ability to effectively communicate product value propositions and engage with potential customers, contributing to successful sales outcomes.

Jan 2003 – Sep 2003

Graphic & Web Designer

ItechLand Software Pvt. Ltd, Chandigarh, Chandigarh

- **Onboarded as Graphic & Web Designer:** Commenced my career journey in the role of Graphic & Web Designer, contributing creative expertise to visual and digital projects.
- **Elevated to Project Manager Role:** Earned promotion to Project Manager, entrusted with the pivotal responsibility of leading the Service Books Automation project for a Government Department. Effectively managed a team of 12 data entry operators, overseeing project milestones and ensuring seamless collaboration.
- **Performance Enhancement:** Within a remarkable four-month span, successfully elevated team performance levels by an impressive 150%, underscoring leadership abilities and a results-driven approach to project management.

■ Academic Education

Mar 2002 – Apr 2003

Master of Science: Computer Science

Maharshi Dayanand University – Rohtak

Mar 2001 – Apr 2002

Advanced Post Graduate Diploma: Computer Applications

Maharshi Dayanand University – Rohtak

Mar 1998 – Apr 2001

Bachelor of Commerce (B.Com)

Panjab University – Chandigarh

■ Professional Courses

Oracle 8 Certified Database Administrator

- Database Administration
- Backup and Recovery Workshop
- Network Administration
- Performance Tuning Workshop
- Introduction SQL and PL/SQL

Diploma in Computer Hardware

Web & E-commerce Development

■ Online Courses

- Agile Crash Course: Agile Project Management; Agile Delivery
- Agile Scrum Mastery: Full Project Simulation
- Mini MBA Course for Entrepreneurs
- DevOps Deployment using Terraform, Azure, Jenkins
- Docker and Kubernetes: The Complete Guide
- Lumen Microservices: Create Services and APIs with Lumen

- Object-oriented Programming in JavaScript
- Vue Native - Practical Course
- Landing Page Design & Conversion Rate Optimization
- Introduction to TypeScript
- The Complete GitHub Actions & Workflows Guide
- AWS DevOps : A CI/CD Masterclass
- Clean Code and many more..

■ Technical Skills

- Leading Development Teams
- Software Development Lifecycle
- Agile Project Management
- Technical Architecture
- Database Architecture
- Process Reengineering
- Development Timeline Scheduling
- Requirements Definition
- Development Methodologies
- Capacity Management
- PHP / MySQL
- Laravel / Slim / Livewire
- WordPress Themes & Plugins
- VueJs / Native Vue / Vuex
- JavaScript / ES6
- jQuery / AlpineJs
- Responsive / HTML5 / CSS3
- ReactJs / React Native
- NodeJS / Web & TCP Sockets
- Electron / NativeScript
- REST APIs / JSON / XML
- Bootstrap / Bulma / TailwindCSS
- SCSS / LESS
- GSAP / Anime / JS Animation
- Ionic / Cordova / Expo
- Vue Native / React Native
- Google APIs / Firebase
- Redis / Mongo DB
- Sketch App
- Adobe Photoshop
- Adobe Illustrator
- Prototyping
- Logo Design
- Website Design
- Mobile App Design
- UX Story Boards
- GIF Design
- Desktop UI/UX Design

- GIT / SVN
- Webpack / Browserify
- GULP / GRUNT
- Docker / Kubernetes
- Forge / Envoyer
- NPM / NPX / PM2 / Forever
- LAMP / LEMP / Server Setup
- Apache / NGINX
- AWS / Terraform / Digital Ocean

■ Contact

Phone

+91 99150-69399

E-mail

mohitaneja@gmail.com

GitHub

<https://github.com/maneja81>

Twitter

<https://twitter.com/mohitaneja>

LinkedIn

<https://in.linkedin.com/in/mohitaneja>

Upwork

<https://www.upwork.com/ag/cssjockey>

Address

Mohali, Punjab, 140308