

Rahul Yadav

Backend / Full Stack Engineer (Laravel | Node.js | React.js)

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PROFESSIONAL SUMMARY

Backend-focused Full Stack Engineer with 3+ years of experience building and maintaining CRM systems, E-Commerce platforms, AdTech solutions, EdTech applications, business automation tools, and enterprise software.

Experienced in both Laravel and MERN Stack development with strong expertise in REST APIs, authentication systems, database design, workflow automation, reporting modules, and production deployments.

Currently working as a MERN Developer at Innovins Softtech Solutions on Tata Tele Business Go2Market (GTM) CRM platform, developing business workflows, reporting systems, and enterprise-grade applications.

Capable of handling complete project lifecycles from requirement gathering and architecture planning to development, maintenance, and client support.

CORE SKILLS

Backend

- PHP
- Laravel
- Node.js
- Express.js
- REST APIs
- JWT Authentication
- RBAC
- Middleware

Frontend

- React.js
- JavaScript
- TypeScript
- AJAX
- jQuery
- Bootstrap
- Blade Templates
- HTML5
- CSS3

Databases

- MySQL
- MongoDB (Mongoose)
- Query Optimization
- Database Design

Automation

- Puppeteer
- Browser Automation
- Web Scraping
- Email Automation
- Cron Jobs

Integrations

- Razorpay
- Stripe
- Third-Party APIs
- Cloudinary

Tools

- Git
- Postman
- Composer
- NPM

PROFESSIONAL EXPERIENCE

Innovins Softtech Solutions Pvt. Ltd. Mumbai

MERN Developer (Remote)

Dec 2025 – Present

(Client: Tata Tele Business – GTM CRM)

- Working on enterprise CRM platform and business workflow automation.
- Developed reporting systems and automated business processes.
- Implemented hierarchy-based lead routing systems.
- Built dynamic email reporting modules.
- Optimized backend workflows and database operations.
- Collaborated with cross-functional teams to deliver production features.

Next Big Technology Pvt. Ltd. Jaipur

Full Stack Developer

Dec 2024 – Dec 2025

- Worked on backend systems using Laravel and Node.js.
- Developed 40+ REST APIs supporting CRM workflows, reporting automation and third-party integrations Created CMS and portfolio platforms.
- Integrated third-party APIs and payment solutions.
- Participated in deployment and production support activities.

Programmates Software Company Jaipur

Laravel Developer

Jul 2023 – Nov 2024

- Developed CRM and management systems using Laravel.
- Built RBAC systems and automation workflows.
- Created scheduling and dashboard modules.
- Designed REST APIs and optimized MySQL databases.
- Worked directly with clients to understand and implement business requirements.

KEY PROJECTS

Go2Market (GTM) CRM

Tech Stack:PHP, MySQL, AJAX, JS

- Enterprise CRM platform.
 - Lead lifecycle management.
 - Reporting automation.
 - Hierarchy-based routing.
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BoomShanti E-Commerce Platform

<https://www.boomshanti.com/>

Tech Stack: React.js, Node.js, Express.js, MongoDB

- Product management.
 - Cart and order processing.
 - JWT authentication.
 - Razorpay integration.
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SuperKings Cricket Academy

<https://www.superkingsacademy.com/home>

Tech Stack: Laravel, MySQL

- Multi-role SaaS platform.
 - Students & Mentor management.
 - Scheduling.
 - Payment tracking.
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AddEx Advertising Platform

<https://backend.addex.co.za/>

Tech Stack: PHP, Laravel, MySQL

- Campaign management.
 - Budget tracking.
 - Analytics reporting.
 - API integrations.
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KingJoinery

<https://kingjoinery.com.au/>

Tech Stack: Laravel

- Portfolio management.
 - Lead generation.
 - Admin-controlled content management.
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Zerfinis Corporate Website

<https://www.zerfinis.it.com/>

Tech Stack: React.js, Tailwind CSS

- Corporate website.
 - Responsive design.
 - SEO-friendly architecture.
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WhatsApp Bulk Messaging Platform

Tech Stack: Node.js, MongoDB, Puppeteer

- Campaign management.
 - WhatsApp automation.
 - CSV processing.
 - Media delivery.
 - Campaign reporting.
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Data Scraping & Automation Bots

Tech Stack: Node.js, Puppeteer

- Automated data collection.
 - Report generation.
 - Browser automation workflows.
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Yaduvanshi Online Examination System

[Yaduvanshi Academy Bansur](#)

Tech Stack: React.js, Node.js, MongoDB

- MCQ engine.
 - Ranking system.
 - Admin management panel.
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ACHIEVEMENTS

- Reduced manual reporting efforts by 80% through automation.
 - Improved reporting performance through query optimization.
 - Delivered multiple production-grade applications across various industries.
 - Built both Laravel and MERN applications.
 - Experience working directly with clients and managing complete project lifecycles.
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STRENGTHS

- Full Stack Development
- Laravel & MERN Stack
- API Architecture
- Database Optimization
- Automation Development
- Client Communication
- Requirement Gathering
- Production Deployment
- Problem Solving
- Project Ownership