



# JAY PRAKASH

Full Stack Developer &  
Social Media Marketing  
Expert

## CONTACT

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## SOCIAL LINKS

linkedin.com/in/jaysingh9518

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## SKILLS

### Technical Skills

Full Stack Development  
(MERN)

Next.js & Node.js

Landing Page Development

## PROFESSIONAL SUMMARY

Versatile professional with extensive experience in social media marketing and full stack development. Proven track record in delivering impactful digital campaigns, developing web applications using MERN stack, and creating user-centric experiences. Dynamic and driven individual with a passion for technology and a thirst for knowledge. Possessing a pleasant and youthful demeanor, I am dedicated, goal-oriented, and driven by strong work ethics. Committed to delivering high-quality work, I bring a sound understanding of technology and a zest for life to my endeavors.

## PROFESSIONAL EXPERIENCE

### Social Media Marketing Expert

#### Heaven of Holiday | Agra

August 2023 - Present

- Led the creation and execution of integrated digital marketing strategies tailored for the travel and tourism sector
- Enhanced brand presence across social media, web, and advertising platforms
- Crafted engaging, destination-focused content to inspire audience interaction and build brand loyalty
- Analyzed campaign and media performance data to optimize targeting and ROI
- Managed website content built with Next.js, Tailwind CSS, Node.js, Express, and MongoDB
- Focused on user experience and seamless booking journeys, driving higher conversion rates

### Biomedical Engineer

#### Warsi Medico Systems & Services | Agra

July 2020 - May 2024

- Designed and implemented innovative biomedical solutions prioritizing patient safety and clinical effectiveness

Website Performance  
Analysis

Responsive Web Design

React

Git & GitHub

HTML/CSS

UI Development

MongoDB

Express.js

## Marketing Skills

Social Media Management

Digital Marketing Campaigns

Content Strategy & Creation

SEO/SEM Optimization

User Experience

Enhancement

Analytics & Performance

Tracking

## LANGUAGES

Hindi

English

## HOBBIES

Reading Books

Traveling

Listening to Music

Coding and Tech Exploration

- Ensured all medical equipment met stringent regulatory standards and compliance requirements
- Partnered with healthcare professionals to assess and address technical needs in clinical settings
- Performed routine maintenance, diagnostics, and troubleshooting on advanced medical systems

## Technical Engineer

### Breakthrough Solutions | Bangalore

*June 2019 - February 2020*

- Built and maintained systems ensuring robust functionality and scalability
- Applied responsive design best practices to deliver seamless user experiences across all device types
- Partnered with design and product teams to develop intuitive and user-friendly interfaces
- Specialized in security surveillance systems installation and maintenance

## Technical Engineer

### Modern Technologies | Faridabad

*February 2017 - March 2019*

- Built and maintained systems ensuring robust functionality and scalability
- Applied responsive design best practices to deliver seamless user experiences
- Provided IT services including security surveillance systems, network peripherals setup

## PROJECTS

### Epic Escape Tours - Travel Booking System Web App

*Duration: 31 Days*

A dynamic travel booking platform designed to deliver seamless user experiences for travelers seeking curated adventures. The website offers comprehensive tour packages, destination guides, customer testimonials, and travel blogs.

Next.js

Tailwind CSS

Node.js

Express

MongoDB

Secure booking

Payment gateway

Social login

User dashboards

PDF confirmations

Admin panel

## EDUCATION

### Bachelor of Science in Computer Science

Dr. B. R. Ambedkar University (Agra University) | Agra

2016 | Grade: 52%

### 12th Standard

Uttar Pradesh Board, Hindi Medium

2013 | Grade: 60-64.9%

### 10th Standard

Uttar Pradesh Board, Hindi Medium

2011 | Grade: 65-69.9%

## PERSONAL DETAILS

**Gender:** Male

**Date of Birth:** 20 August 1995

**Marital Status:** Single

**Experience:** 9+ Years