

PRINCE VERMA

Full Stack Developer & Digital Marketing Strategist

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PROFESSIONAL SUMMARY

Dynamic and results-driven professional with a unique dual skill set in Full Stack Web Development and Digital Marketing. Currently in the final year of Master of Computer Applications (MCA). Proven ability to build robust, interactive web applications using HTML, CSS, JavaScript, React.js, WordPress, and modern backend technologies. Adept at managing complex e-commerce operations and driving digital growth through performance marketing, strategic SEO, performance content creation, and AI-driven script writing. Skilled at managing the entire software development life cycle (SDLC) while simultaneously executing high-impact, ROI-focused marketing campaigns for diverse brands.

CORE SKILLS

Web Dev & CMS: HTML, CSS, JavaScript (ES6+), React.js, Node.js, MongoDB, WordPress, Full Stack Architectures, SDLC Management

Digital Marketing: Performance Marketing (Meta Ads, Google Ads), Search Engine Optimization (SEO), Social Media Strategy, Google Business Profile (GMB) Optimization

Content & Creative: Performance Content Creation, Script Writing, Generative AI (Text, Audio, Video), Premiere Pro, Google AI Studio

E-commerce Ops: Shopify Store Management, Marketplace Integrations (Amazon, Meesho), Product Listing Optimization

PROFESSIONAL EXPERIENCE & PROJECTS

Digital Growth & Marketing Strategist | Freelance/Independent Projects

- **Real Estate & Performance Marketing:** Spearheaded high-converting performance marketing campaigns for premium real estate properties. Successfully managed ad operations and targeted lead generation for major developments.
- **E-commerce Management:** Managed full-scale store operations, optimized product descriptions, and created listing graphics for multiple Shopify and e-commerce brands.
- **Brand Strategy (FilingSuvridha & CliffCoderz):** Developed and executed digital growth strategies, focusing on technical SEO, business scaling, and brand visibility.
- **Local SEO & GMB:** Established and optimized the Google Business Profile for offline retail businesses, integrating physical store addresses (Plot no 6 Niti Khand 1, Indirapuram, GZD 201014) to build consumer trust.

Full Stack Web Development Project: Medicores (MCA Final Semester Project)

- Architected and developed "Medicores," a health-tracking dashboard utilizing React.js, Node.js, and MongoDB.

Multimedia, Script Writing & Content Creation | Creative Portfolios

- Developed performance-driven content strategies and leveraged Generative AI tools to produce high-resolution cinematic brand reels and marketing assets.

EDUCATION

Master of Computer Applications (MCA) - Final Year | Jagan Institute of Management Studies (JIMS) |

Expected Graduation: 2026

Bachelor's Degree [BCA] | Jagan Institute of Management Studies (JIMS) | 2024

Senior Secondary (XII) - CBSE | Gandhi Memorial Senior Secondary School | 2021 | 60%

Secondary (X) - CBSE | KD Field Public School | 2019 | 65%

LANGUAGES

English (Professional), Hindi (Native)