

# ALOK KUMAR JHA

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## OBJECTIVE

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Enthusiastic and detail-oriented **Web Developer & Social Media Executive** with hands-on experience in **web development**, **UI/UX design**, and **digital marketing**. Skilled in both **front-end** and **back-end** technologies, as well as in managing **social media campaigns**, **Figma design**, **video editing**, and **online advertising (Facebook Ads, Google Ads)**. Passionate about building visually engaging websites and impactful digital content that enhance brand identity, boost engagement, and drive business growth.

## EDUCATION

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**Master of Computer Application (MCA)**, Vellore Institute of Technology, Bhopal 2021 - 2023  
**CGPA: 7.44**

**Bachelor of Computer Application (BCA)**, BNMU University, Madhepura 2017 - 2021  
**CGPA: 7.90**

## TECHNICAL SKILLS

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**Languages:** Java, Python, JavaScript, HTML, CSS.  
**Frontend:** React.js, Next.js, Bootstrap, Tailwind CSS, UI/UX Design.  
**Backend:** Node.js, Express.js, RESTful API, GraphQL.  
**Database:** MongoDB, MySQL.  
**Cloud/DevOps:** AWS Amplify (API Gateway, Lambda), CI/CD Pipelines.  
**CMS:** WordPress, SEO Optimization.  
**Design Tools:** Figma, Adobe Photoshop, Illustrator, Canva, Graphic Design.  
**Marketing Tools:** Facebook Ads, Google Ads, Social Media Management, Video Editing.  
**Version Control:** Git, GitHub, VS Code, Postman.

## EXPERIENCE

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**Web Developer & Social Media Executive** Sept 2025 - Present  
*Influx Space Saving Furniture, Bangalore, Karnataka*

- Design, update, and maintain the company's website to ensure smooth functionality and a user-friendly experience.
- Manage **social media platforms (Facebook, Instagram, Pinterest, YouTube)** to enhance brand awareness and audience engagement.
- Plan, create, and schedule engaging posts, **advertisements**, and digital campaigns across platforms.
- Execute and analyze **Facebook Ads** and **Google Ads** to drive traffic, conversions, and brand reach.
- Design marketing visuals and UI components using **Figma, Canva, and Adobe Photoshop/Illustrator**.
- Produce and edit **videos** for marketing and promotional content using professional video editing tools.
- Collaborate with the design and content team to align visual content with marketing strategies.
- Monitor analytics and prepare performance reports to optimize marketing outcomes.

**Full Stack Developer - Internship** June 2024 - July 2025  
*Bharat Gold Ornament Pvt. Ltd (Remote)*

- Developed a **serverless application** using **AWS Lambda** and **GraphQL**, improving scalability and cutting operational costs by 30

- Built a review management platform using **Node.js** and **MongoDB** for efficient data handling.
- Designed and maintained **RESTful APIs** using **Express.js** for web applications.
- Optimized website performance through **code refinement** and **image optimization**.
- Used **Git** for version control and collaborative development.

## Web Developer - Internship

March 2023 - Nov 2023

*NstHr Solutions (Remote)*

- Developed responsive websites using **HTML**, **CSS**, **JavaScript**, **React.js**, and **Tailwind CSS**.
- Created custom **WordPress themes** and plugins to improve site performance.
- Integrated **RESTful APIs** and third-party services using **Node.js** and **Express.js**.
- Conducted cross-browser testing to ensure compatibility and responsiveness.
- Used **Git/GitHub** for team collaboration and version management.

## PROJECTS

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**Tech Universe** — Designed and developed a full-featured educational platform using **ReactJS** and **NodeJS**, offering interactive learning experiences with a **responsive UI**.

*Technologies Used: HTML, CSS, JavaScript, ReactJS, NodeJS. Deployed on Vercel.*

[\(click here\)](#)

**Ecom App** — Built an Amazon-inspired **e-commerce website** offering a seamless shopping experience with advanced search, filters, and cart features.

*Technologies Used: React.js, Node.js, Express.js, MongoDB, AWS S3.*

[\(click here\)](#)

**More Projects:** All available on GitHub — [\(click here\)](#)

## EXTRA-CURRICULAR ACTIVITIES

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- Solving programming problems on **LeetCode** — [\(Profile Link\)](#).
- Creating tech vlogs and project tutorials on **YouTube** — [\(AlokTechVIT\)](#).
- Sharing short project ideas, tech tips, and tricks on **Instagram** — viewed by over **20K+ students**. [\(Link\)](#)

## CERTIFICATIONS

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- **Java Programming Masterclass** – Udemy (2022)
- **JavaScript MasterClass** – Udemy
- **Responsive Web Design** – freeCodeCamp

## LEADERSHIP

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- Served as **Vice President**, representing student interests and promoting positive academic initiatives.
- Attended meetings, conferences, and workshops to strengthen **leadership**, communication, and teamwork skills.