

ATIF AFSAR

MarTech & Digital Growth Developer | Full Stack Web Engineer & AI Creative Technologist

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[GitHub](#) • [LinkedIn](#) • [Portfolio](#) • [LeetCode](#) • [Namaste Dev](#)

PROFESSIONAL SUMMARY

MarTech & Digital Growth Developer (B.Tech Computer Science, 2026) with hands-on agency experience building high-converting websites, marketing-driven landing pages, full-stack e-commerce platforms, and AI-powered customer engagement tools. Combines strong full-stack engineering (React.js, Next.js, Node.js, Express.js, MongoDB, Tailwind CSS) and interactive UI animations (Framer Motion, GSAP, Lenis, Spline) with digital marketing execution, Google Business Profile optimization, and AI-assisted creative/ad workflows. Currently working full-time onsite at a PR & Digital Marketing Agency delivering commercial client campaigns end to end. Seeking a MarTech / Digital Growth Developer role.

TECHNICAL & MARTECH SKILLS

- High-Conversion Web & Frontend:** React.js, Next.js, JavaScript (ES6+), Tailwind CSS, HTML5, CSS3, Redux Toolkit, Responsive Landing Page Design
- Interactive UI, Motion & 3D Web:** Framer Motion, GSAP, Lenis, Spline (Interactive 3D & Smooth-Scroll Experiences)
- MarTech, Lead-Gen & Digital Growth:** Conversion-Focused Landing Pages, Lead-Generation Funnels, Google Business Profile (GBP) Optimization, E-Commerce Storefronts, Razorpay Payment Gateway, Web3Forms, NodeMailer Email Automation, ImageKit Media Optimization
- AI Marketing & Creative Automation:** Groq API, OpenAI API, Gemini API, AI Lead-Support Chatbots, ChatGPT, Claude, Cursor AI, Kiro, Trae, Antigravity, AI Ad/Video/Graphic Workflows
- Backend, Databases & Cloud Deploy:** Node.js, Express.js, RESTful APIs, MongoDB, Supabase, Firebase, SQL, Redis, Pinecone, Vercel, Netlify, Render, GoDaddy DNS

PROFESSIONAL AGENCY EXPERIENCE

- Full Stack Web Developer (Onsite) – The BrandsWay (PR & Digital Marketing Agency)** Feb 2026 – Present
- Collaborate directly with design, marketing, and PR teams to build and maintain high-converting client websites, campaign microsites, and full-stack web applications using React, Node.js, Express.js, and MongoDB.
 - Craft interactive UI components, brand animations, and smooth-scroll experiences using Framer Motion, Tailwind CSS, and Lenis to maximize visitor engagement and brand retention.
 - Engineered and integrated an AI-powered assistant (Groq API) into the agency's digital platform to automate visitor inquiries and interactive lead qualification.
 - Manage and optimize clients' Google Business Profiles (GBP) to boost local search visibility and organic lead acquisition alongside digital ad campaigns.
 - Optimize page load speeds, API responses, and database queries to improve Core Web Vitals and campaign conversion rates.
- Web Developer Intern (Onsite) – The BrandsWay (PR & Digital Marketing Agency)** Nov 2025 – Feb 2026
- Developed marketing-driven landing pages and automated lead-generation forms aligned with client brand positioning and paid ad campaign goals.
 - Built and maintained responsive, performance-optimized client websites across healthcare, education, retail, and service sectors.
 - Worked onsite with graphic designers, video editors, and performance marketers to translate creative assets into live web experiences.

- Built responsive web applications using React, Tailwind CSS, and Redux Toolkit; optimized bundle speed and performance with Vite.
- Created **Foodify**, a fast-loading e-commerce grocery web app with real-time search, dynamic filtering, and lazy loading ([Live](#) | [Code](#)).
- Developed a modern portfolio platform with dark/light mode and automated EmailJS lead capture ([Live](#) | [Code](#)).

COMMERCIAL AGENCY & LIVE CLIENT PROJECTS

- **The BrandsWay Agency Platform + AI Lead Assistant** ([Live](#) | [Code](#)): Built a modern PR & marketing agency website with a visually engaging UI using React, Vite, and Tailwind CSS, featuring a custom Groq API-powered AI assistant for instant visitor support and interactive lead engagement.
- **Velisqa – Full-Stack D2C E-Commerce Storefront** ([Live](#) | [Code](#)): Engineered a complete direct-to-consumer e-commerce platform with a conversion-optimized storefront, product/order admin panel, Razorpay checkout integration, and automated delivery-partner fulfillment.
- **Mehdi Hasan Tailors – Animated Brand Experience** ([Live](#) | [Code](#)): Designed and developed a bespoke fashion/tailoring brand website utilizing Framer Motion and Lenis for luxury smooth-scrolling animations and mobile responsiveness.
- **Hayat Eye Centre – Healthcare Lead-Gen Portal** ([Live](#) | [Code](#)): Delivered a responsive healthcare client website featuring a NodeMailer-automated patient inquiry and appointment contact pipeline.
- **LearnLogix & Islamic Mission School Portals** ([LearnLogix Live](#) | [Code](#) | [IMS Live](#) | [Code](#)): Built high-performance education platforms with custom admin panels, Web3Forms/NodeMailer inquiry capture, Supabase backends, and custom GoDaddy/Vercel domain deployments.
- **Educational ERP Software** ([Code](#)): Developed a centralized full-stack MERN dashboard to digitize admissions, fee collection, and institutional operations.

AI & INTERACTIVE MEDIA PROJECTS

- **Exact-GPT – Persistent-Memory Conversational AI Agent** ([Code](#)): Built a real-time conversational AI chatbot using Gemini API, Pinecone vector embeddings for long-term user memory, MongoDB, and Socket.io.
- **Moody Player – AI Emotion-Driven Media Web App** ([Code](#)): Created an interactive media web app using React, Node.js, Face API, and ImageKit that detects user facial expressions via webcam to personalize content delivery in real time.
- **NASA Mission Control Dashboard** ([Code](#)): Built an interactive data visualization and scheduling dashboard using React, Node.js, and REST APIs.

EDUCATION

- **Bachelor of Technology (B.Tech) – Computer Science Engineering** | Dr. APJ Abdul Kalam Technical University, India (2022 – 2026)
- **Senior Secondary (12th) – Science Stream** | Aligarh Public School (2021 – 2022)

CERTIFICATIONS

- **Namaste React** – Namaste Dev (Akshay Saini)
- **Full Stack Development Training** – Sheriyan's Coding School
- **Responsive Web Design** – freeCodeCamp
- **Web Development Fundamentals** – IBM