

# Prashant Kumar

## Senior Python Backend Developer

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### SUMMARY

Senior Python backend developer with four years building and scaling production SaaS and web platforms end to end. Led backend development of a multi-tenant marketing-analytics platform integrating 100+ Meta Ads accounts and serving 100+ active clients across three billing models, with further work across real-estate, medical education and professional association systems. Owns the full lifecycle — REST API design, asynchronous data pipelines and production deployment — with depth in Django and DRF, Celery, PostgreSQL query optimisation and Redis caching.

### TECHNICAL SKILLS

|              |                                                                     |
|--------------|---------------------------------------------------------------------|
| Languages    | Python, SQL, JavaScript                                             |
| Backend      | Django, Django REST Framework, REST API design, Celery, Celery Beat |
| Databases    | PostgreSQL, MySQL, SQLite, Redis                                    |
| Deployment   | DigitalOcean, Gunicorn, Nginx, Systemd, Linux, Git                  |
| Integrations | Meta Marketing API, Razorpay, webhooks, CRM integrations            |
| Frontend     | HTML5, CSS3, Bootstrap, JavaScript                                  |

### EXPERIENCE

**Senior Software Developer** — AAJneeti Connect Ltd. Jun 2024 – Present

- Built a production multi-tenant marketing-analytics platform integrating 100+ Meta Ads accounts and serving 100+ active clients across CPL, hybrid and retainer billing, automating campaign reporting and billing reconciliation.
- Designed the DRF API surface on a single `{success, message, data, meta}` response envelope, errors included, so frontend consumers needed no transformation layer.
- Built scheduled asynchronous ingestion with Celery and Celery Beat across 100+ advertising accounts, backed by Fernet-encrypted multi-credential storage, a per-credential API client factory that removes races between concurrent workers, and per-credential error isolation so one account failing never aborts a run.
- Optimised PostgreSQL with `select_related` / `prefetch_related`, bulk operations and N+1 removal (billing metrics computed once per client before serialisation), and added Redis caching on high-traffic reporting endpoints with a ten-minute TTL and an on-demand cache-bust parameter.
- Managed production on DigitalOcean with Gunicorn, Nginx and Systemd-managed Celery worker and Beat services.
- Delivered further Django and DRF backends across the agency's portfolio: the SMS Varanasi institutional college portal, the Anjaneya Global Realty platform consumed by a React frontend, and technical advisory on an internal multi-tenant CRM.

**Software Developer** — Unimart Retail Pvt. Ltd. Jun 2023 – May 2024

- Developed e-commerce backend modules in Django and PostgreSQL — authentication, cart, checkout and REST APIs — and owned production deployments end to end.
- Profiled and tuned application performance to improve response times under customer-facing load.

**Full Stack Web Developer** — Bhartiya Tech Info Solutions May 2022 – May 2023

- Delivered Django and PostgreSQL applications across healthcare, education, news and business domains, handling backend development and REST integrations.
- Managed deployments, SSL configuration and server administration across client projects.

### SELECTED PROJECTS — 30+ shipped; full list at theprashant.in

|                        |                                                                                                                                                                                                         |
|------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| IASRM Global           | One Django backend behind four enrolment flows — fellowships, diplomas and masterclasses, country-priced memberships on Razorpay, conference registration priced by tier and date window, and webinars. |
| NIGF                   | Professional association platform for OB-GYN practitioners: membership, events and CME, conference registration.                                                                                        |
| Anjaneya Global Realty | Complete DRF backend for a real-estate platform consumed by a React frontend.                                                                                                                           |
| ACL Education Portal   | College discovery and lead-generation platform — stream, city and course pages with search, filters and comparison.                                                                                     |
| Real Estate Portal     | Pan-India, RERA-verifiable property discovery portal for residential and commercial listings.                                                                                                           |

### EDUCATION

Bachelor of Computer Applications (BCA) — Chaudhary Charan Singh University, Meerut 2019 – 2022