Vedant Bhatia

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PROFILE :- vedantbhatia.me

Experienced Tech Principal and Full Stack Developer specializing in AWS, PHP, WordPress, Laravel, React , Mysql and Lead Generation, having successfully delivered over +100 projects. Specializing in **Laravel** development, including custom design, backend development, hosting, optimization, responsiveness, and performance tuning. Seeking challenging and impactful projects that allow me to leverage my technical skills and problem-solving abilities to deliver high-quality digital solutions.

Currently leading the development of a client CRM system that includes Opportunity Management, Engagement Tracking, and WhatsApp Business Integration. This CRM enhances business performance by efficiently managing all leads. It is built using AWS serverless technologies, React.js for the frontend, and Laravel-based APIs for the backend.

SKILLS

- **Backend:** PHP, Laravel Framework ,Wordpress , shopify , REST APIs
- **Frontend:** React.js,CSS, HTML, bootstrap 5, Vue.js
- **Databases**: MongoDB, Mysql
- **Programming Languages**: Linux Bash, Basic Python , PHP

Architecture & Leadership

- Over 7 years of experience architecting and developing scalable web applications using **Laravel**, **AWS Serverless**, and **RESTful APIs**.

- Successfully built modular, multi-tenant CRM platforms with **WhatsApp Business integration**, lead management, product catalogs, and invoicing.

- Designed and implemented webhook systems and custom APIs to support real-time communication and third-party platform integration.

CERTIFICATIONS

- Codeium , GitHub Copilot (Mar 2025).
- Python (Sep 2023)

WORK EXPERIENCE

DBSL - Destiny Business Solutions Limited (May 2025 - Present)

Loyality Management system with Whatsapp Bussness Integration(Team Lead)

I am a Tech Principal in the Business Platform Team at DBSL, where I lead the end-to-end development of our custom CRM platform, purpose-built to help clients increase sales, automate engagement, and manage leads effectively. Managing and mentoring members in the team.

I have **personally developed and architected the CRM's tight integration with the WhatsApp Business API**, enabling a rich set of features, including:

- **Sending offers, promotions, and coupons** directly to customers via WhatsApp to boost engagement and drive sales.
- **Creating and managing message templates** for one-on-one and bulk (broadcast) messaging, including personalized campaigns.
- **Utilizing WhatsApp Flows** to design automated journeys such as lead nurturing, customer feedback, and transactional messages.
- **Managing lead pipelines**, tracking interactions, and monitoring performance to improve conversion rates.
- **Product catalog and invoice generation** within the CRM to support seamless business operations.
- **Webhook implementation** to receive and process real-time responses from WhatsApp (e.g., message status, customer replies, template delivery events).
- **Custom API development** to handle message dispatching, template creation, contact syncing, and lead assignment, enabling external systems to communicate with our CRM platform.

- **Created an AI-powered chatbot using ChatGPT** to automatically reply to customer messages when agents are unavailable, ensuring 24/7 support and faster response times.

This all-in-one solution empowers businesses to operate more efficiently and leverage WhatsApp as a powerful channel for communication, marketing, and sales—driven entirely by a scalable and serverless backend architecture.

Senior Laravel Developer – Call Center Project (Aug 2020 – January 2025)

I was part of the initial 7-person team **I worked as a Senior Laravel Developer on a Call Center Management Project** for over 5 years, where I led the development of a fully integrated platform to streamline customer service, internal operations, and communication management.

I was responsible for designing, building, and documenting multiple key modules, all developed using **Laravel** and **MySQL , Payment gatway**, including:

A complete **Ticket Management System** that enabled agents to log, track, and resolve customer issues efficiently.

- A real-time **Chat System** for live agent-to-customer interactions, integrated within the CRM for seamless communication.
- A modular **CRM** to manage customer details, history, and case progress, providing full visibility to support and sales teams.

- **Email IMAP/SMTP integration** allowing users to send and receive emails from multiple accounts directly inside the platform.
- **Asterisk call integration** that enabled agents to make and receive calls through the web interface, with auto-logging and call tracking.
- A lightweight **HRM module** to manage employee details, attendance, and performance within the same ecosystem.
- Comprehensive **technical documentation** created for each module to ensure easy onboarding, maintenance, and future enhancements.
- Took full responsibility for **client communication** and **team coordination**, ensuring smooth delivery and alignment with business goals.

Actively contributed to **user growth and platform adoption** through iterative improvements and feature enhancements based on client feedback.

I developed a tenant-based SaaS system where each client registration triggers the automatic creation of a dedicated tenant environment.

- **One-click client instance creation**: When a client registers, the system instantly provisions a new tenant (client instance), including a separate database schema, user space, and configurations.
- **Integrated payment system**: The registration flow is connected to a secure payment gateway (Stripe/Razorpay/PayPal), ensuring that the tenant is only created upon successful payment confirmation.
- **Intelligent Automation with ChatGPT & Gemini:- ChatGPT API** and **Google Gemini** into the system to auto-generate smart ticket and email templates, including automated client email replies, enhancing agent efficiency and communication quality.

This system significantly improved operational efficiency, centralized key processes, and enabled the client to manage customer interactions and internal teams through a single unified platform.

Lead Management & CRM Integration, Ditinus Technologies (Nov 2018 – Aug 2019)

Lead Platforms & Delivery Optimization

- Managed multiple **lead generation platforms** over the last 1.5 years, including deep
- expertise in **Boberdoo** and **LeadsPedia**.
- Handled **Ping Post (XML/JSON & form fields)**, **Direct Post**, and **email-based lead deliveries**, ensuring smooth integration with buyer platforms.
- Optimized lead flow using advanced **filter sets**, delivering high-quality leads to partners and maximizing ROI for vendors.

Client & Team Collaboration Tools

- Proficient in **client communication and project tracking** using tools like **HubSpot, Zoho, and Jira**.
- Ensured transparent communication with partners and internal teams for campaign setup, troubleshooting, and performance analysis.

TrackDrive CRM Development

- Built a custom **CRM system integrated with TrackDrive API** to fetch call data and display real-time call statuses in a dashboard.
- Included **team performance tracking**, call categorization, and detailed analytics to support decision-making.
- Developed functionality to **create leads and generate digital contracts**, allowing both client and agent to sign using **e-signature integration**.

Kiran Foreign Trade - CMS Development – WordPress & Shopify (April 2017 – Nov 2018)

- Developed multiple **business websites**, **portfolio sites**, and **eCommerce platforms** using **WordPress** (with **Elementor** and **WooCommerce**) and **Shopify**.
- Customized themes, created dynamic page layouts, and configured advanced product and checkout workflows.
- Integrated payment gateways, shipping modules, and SEO best practices to deliver fully responsive, high-converting websites across various industries.
- In **Shopify**, built and customized stores using **Liquid templates**, configured apps, and managed product catalogs, collections, and Shopify Payments.

ACADEMICS
- Bachelor of Engineering in Computer science, CGC Landran(Chandigarh) (2017)

Date of Birth   : 9th Feb 1995

References   : Available on request