

ASHISH GHOLAP

SENIOR SOFTWARE ENGINEER | FULL
STACK DEVELOPER | AI & CLOUD
ENTHUSIAST



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PROFESSIONAL OVERVIEW

Results-oriented Software Engineer with 3+ years of experience in designing, developing, and deploying scalable web applications. Started with 2 years of Core PHP experience and transitioned to the **MERN stack** in Sep 2024. Proficient in cloud infrastructure, API integration, **DevOps practices**, and full-stack development. Strong foundation in database optimization, performance tuning, and modern web technologies. Currently expanding expertise in Kubernetes, Redis and integrating **AI capabilities** (e.g., **Gemma 4:3B**) for business scalability, automation, and performance optimization.

SKILLS

- **Languages & Frameworks:** JavaScript (Node, React, Next, Express), PHP (Core PHP - 2 years), MySQL, MongoDB, HTML5, CSS3, jQuery, Ajax.
- **Database Management:** MongoDB, Amazon DynamoDB, MySQL, Redis (Learning)
- **DevOps & Tools:** Git, CI/CD pipelines, Docker (Learning), Kubernetes (Learning), YAML, python, Bash scripting, shell Scripting.
- **API Integrations:** Google API, OpenStreetMap API, Mapbox-gl API (2D & 3D models), Payment Gateways (Razorpay, Plisio, Phone Pay), Ship Rocket. Facebook (graph Instagram)
- **Cloud & Hosting:** AWS (EC2, S3 [with cost optimization]), DynamoDB, Hostinger, SiteGround, GoDaddy, Bluehost, VPS
- **AI & Research:** Hugging Face, ChatGPT, Google Gemma, AI recommendation systems, vector search (RAG)Authentication: Google Auth
- **CDN Services:** Cloudflare, Cloudinary, CloudFront

WORK EXPERIENCE

Sr. Software Engineer and Team Lead

Kaycomm Service Pvt Ltd, Pune India | Dec 2022 – Present

Sr. Software Engineer & Team Lead — Jan 2025 – Present

- Promoted based on performance, initiative in full-stack modernization, and internal product success.
- Migrated legacy systems from Core PHP to **MERN stack**, increasing performance, modularity, and maintainability.
- Developed and launched an internal **HRMS platform** for attendance, task logging, and WFH/leave workflows.

- Spearheaded **Corner Spaces**, a commercial real estate portal with **Next.js (SSR)**, AI-powered recommendations, and scalable infrastructure
- **Deployed a custom instance of Google's Gemma 4:3B on ai.tulo.in** to generate dynamic SEO content and metadata.
- **Built chat.tulo.in**, an internal tool for team members to interact with Gemma 4:3B for real-time content brainstorming, SEO writing, and workflow automation.
- **Built an internal HRMS platform** to manage attendance, daily task sheets, leave, WFH, and half-day tracking — with role-based approvals for management.
- Overseeing **DevOps**, CI/CD pipelines, and deployments across **AWS**, **Hostinger VPS**, and **CloudFront CDN** infrastructure.
- **Led AWS cost optimization** by applying intelligent tiering & lifecycle policies to S3 and optimizing static assets with Webp/CDN delivery, reducing costs significantly.
- Implemented **log monitoring, alert systems, and error handling improvements** for better stability and post-deployment insight.
- **Mentoring and managing** a team for UrbanPillar and Corner Spaces projects, including code reviews, sprint planning, and developer onboarding.

Software Engineer — *Dec 2022 – Dec 2024*

- **Independently developed UrbanPillar.in**, a scalable real estate platform using **Core PHP, MySQL, HTML5, CSS3, jQuery, and Ajax**.
- Delivered **240+ SEO-optimized microsites** for UrbanPillar clients (e.g., vtprealtyproperties.com, raymondrealitythane.net), significantly boosting local SEO and visibility.
- Managed full server deployment lifecycle, including VPS management, SSL configuration, cron jobs, and performance tuning.
- **Built Tulo**, a multi-vendor **eCommerce platform** with features like secure user authentication, product and order management, and Phone Pay payment integration — developed independently from scratch.
- Maintained cross-functional communication with designers, management, and clients for continuous delivery and feedback.

Software Engineer

Ocean One Pvt Ltd, Pune, India | Jun 2022 – Dec 2022

- Built and maintained secure CRM systems using **Core PHP, NodeJS** and **MySQL** with **RESTful APIs** for lead and user management.
- Integrated third-party APIs (SMS, call tracking) and deployed services on AWS for high-traffic performance.

Software Engineer

Netlink Software Pvt Ltd, Pune, India | Aug 2021 – Jun 2022

- Developed web and mobile applications using OutSystems with a focus on responsive design and user experience.
- Key contributor to UP Excise Portal (web app) and Riyad Capital App (mobile), ensuring reliable performance and scalability.

PROJECTS

Kaycomm Service Pvt Ltd

Corner Spaces (Commercial Real Estate Platform)

- Developed using **MERNN Stack (MongoDB, Express, React.js, Node.js) + Next.js with SSR** for high-speed performance and crawlability
- Deployed a custom instance of Google's **Gemma 4:3B** model on **ai.tulo.in** to automatically generate SEO-optimized property descriptions and meta tags, boosting search engine visibility.
- Built an internal collaboration tool on **chat.tulo.in** that connects to the Gemma 4:3B model, enabling team-wide access for generating property descriptions, marketing content, and meta tags — improving consistency and reducing manual workload.
- Applied S3 **cost optimization** via intelligent tiering, lifecycle policies, and WebP/CDN asset management.

UrbanPillar (Real Estate Platform)

- Initially developed using **Core PHP, MySQL, HTML5, CSS3, jQuery, and Ajax**.
- Later migrated to **MERN Stack** for modern web architecture and performance improvements.

Tulo (Multi-Vendor E-Commerce Platform)

- Independently Built using **MERN stack** with a focus on **scalability, high performance, and eCommerce best practices**.
- Features include **secure authentication, product management, and real-time order tracking**.

HRMS Portal (Internal Operations Platform)

- Designed and developed for internal team use to manage attendance, daily task sheets, WFH/leave applications.
- Included automated workflows for leave/WFH requests with real-time approval by management.
- Improved visibility for employee availability and team planning

Assessment Portal (Internal Hiring Tool)

- Developing an internal platform for conducting candidate assessments during hiring rounds.
- Features included multiple-choice & subjective question types, role-based access (HR/Admin), real-time result evaluation, and PDF export of scores.
- Built using the HTML, jQuery, Bootstrap 5.3, Ajax with timer-controlled tests, and result dashboard for easy evaluation.
- Enhanced hiring efficiency by 50% by reducing manual screening time.

Microsites for Urban Pillar Clients

- Deployed 240+ microsites, including <https://vtprealtyproperties.com/> and <https://raymondrealtythane.net>.
- Optimized for SEO, fast loading speeds, and high-performance using VPS and CDN best practices.

Ocean One Pvt Ltd

CRM (Call Centre - Domestic & International)

- Developed using **Core PHP and Node.js**.
- Integrated **real-time call tracking, lead management, and API automation** for workflow efficiency.

PROFESSIONAL DEVELOPMENT

MERN Stack Specialization

Udemy (Online), 2023

- Completed hands-on training in MongoDB, Express.js, React.js, and Node.js.
- Built full-stack applications with JWT authentication, REST APIs, and Redux for state management.

CompTIA Security+ Fundamentals

Alison (Online), 2020

- Gained foundational understanding of cybersecurity concepts including access control, network security, and threat mitigation.
- Applied principles in securing REST APIs and server deployments.

EDUCATION

Bachelor's degree

S.P.P.U University | First Class with Distinction

2021

Associate's degree

B.V.J.N.I.T, Maharashtra State Board | First Class

2017