

Sathish Kumar R

Full-Stack Developer & MarTech Engineer

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SUMMARY

Full-Stack Developer and MarTech Engineer with 3.5+ years building production web applications and the marketing infrastructure that connects them to measurable business outcomes. Sole technical owner for an omni-channel marketing agency managing 160+ client locations across multiple global brands, handling everything from React/Next.js development and WordPress builds to conversion tracking, CRM integrations, VPS server management, and CI/CD pipelines. Delivered 50+ websites across healthcare, eCommerce, food, and B2B industries for clients in India and internationally.

CORE SKILLS

Front-End: React.js, Next.js, TypeScript, JavaScript, HTML5, CSS3/SCSS, Tailwind CSS, MaterialUI

Back-End: Node.js, PHP, RESTful APIs

CMS: WordPress (custom themes and plugins), WooCommerce, Shopify, ACF, Elementor, payment gateway integration

MarTech and Analytics: Google Ads and Meta Ads pixel implementation, Google Tag Manager (GTM), Google Analytics / GA4, conversion and attribution tracking, CRM integrations (Zoho, Privyr, Snap Pe, Clozr)

Infrastructure and DevOps: Hostinger VPS, SSH, Linux server management, DNS, SSL, Cloudflare, rate limiting, bot-attack hardening, CI/CD (Netlify, Vercel, GitHub), Git

WORK EXPERIENCE

Freelance Full-Stack Developer and Founder

May 2026 – Present

Non Zeroes, Chennai

- Founded and operate a web design agency focused on healthcare clinics, delivering WordPress and eCommerce websites, handling technical delivery, client communication, and server setup as a solo operator.
- Built and deployed WordPress sites on Hostinger VPS, managing SSH access, Linux server configuration, DNS, SSL, and Cloudflare end-to-end.

Senior Web Developer - Full-Stack and MarTech Engineer

Jan 2023 – May 2026

STC Networks Pvt. Ltd., Chennai

- Sole developer and tech lead for an omni-channel marketing agency managing 160+ client locations across multiple global brands, no team to escalate to, full ownership of every layer.
- Built custom WordPress themes and plugins from scratch across 3-4 full projects, PHP-based solutions tailored to specific client requirements rather than off-the-shelf tools.
- Architected and delivered a full end-to-end platform combining commercial and eCommerce functionality with ads landing pages, marketing automation, and analytics, sole architect and developer across the entire module.
- Implemented and maintained conversion tracking and attribution systems (Google Ads, Meta Ads, GTM, GA4), giving leadership the clarity to make confident budget decisions.
- Built CRM-to-ad-platform data pipelines and custom API integrations with Zoho, Privyr, Snap Pe, and Clozr, unifying lead and campaign data across brands and reducing manual reporting work.
- Designed and delivered high-intent lead-generation funnels on React/Next.js, hardened against bot attacks using Cloudflare and custom rate limiting.
- Delivered full eCommerce builds on WooCommerce and Shopify, payment gateway integration, product setup, cart and checkout configuration, and shipping rules.
- Maintained continuous deployment pipelines across Netlify, Vercel, and GitHub across all active projects.

Frontend Developer Intern

Mar 2022 – Jun 2022

Tata Elxsi, Remote

- Built React-based features on a live production codebase; conducted UX quality-assurance testing to identify and resolve usability issues.

EDUCATION

Bachelor of Technology, Information Technology — CGPA 8.12

Dec 2022

Dr. MGR Educational and Research Institute, Chennai