

MEHUL SHAH

Full Stack Developer · PHP, Laravel, React, Node.js

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SUMMARY

Full stack developer who takes web platforms from first commit to live production. Shipped 5 production platforms across B2B agri-commerce, e-commerce, meal subscriptions, marketing SaaS and AI content generation — covering OTP authentication, wallet billing, subscription plans, lead-capture funnels, client portals and SEO. Daily stack: PHP, Laravel, MySQL, React, deployed on cPanel, Hostinger, Cloudflare and Vercel.

EXPERIENCE

Unicrop Biochem Pvt. Ltd. · Vadodara, Gujarat

Dec 2025 – Present

PHP Laravel Developer

- Own development through deployment for the company's web platforms, including **unicropbiochem.com** and **bulkagrochem.com**.
- Manage releases, hosting and DNS across cPanel, Hostinger, Cloudflare and GitHub; use Claude-assisted workflows to speed up development and debugging.
- Build lead-generation features (inquiries, callbacks, OTP verification, WhatsApp hand-off) that route buyers directly to the sales team.

CODTECH IT Solutions Pvt. Ltd.

Jan 2025 – Apr 2025

Full Stack Developer Intern

- Built responsive web pages that fetch and display data from public REST APIs.
- Designed and implemented a real-time chat application using WebSockets.
- Built dynamic React.js interfaces for a collaborative document-editing application.

BIT Infotech

Dec 2024 – Jan 2025

PHP Developer Intern · UNI-HIVE CRM

- Upgraded front-end and back-end modules of the UNI-HIVE CRM using PHP and Laravel; worked with mentors on UI/UX improvements and project documentation.
- Managed MySQL data via phpMyAdmin — data entry, retrieval and query optimisation; integrated PHPMailer for email workflows. Received an Internship Completion Certificate.

PROJECTS

Unicrop Biochem — B2B agri-input catalogue & lead platform

unicropbiochem.com

Production · PHP, Laravel, MySQL

- Built a shop-style B2B catalogue of **230+ products across 16 categories** with search, technical data and pack sizes, using a quote-based model instead of checkout.
- Added per-product “Send inquiry” and WhatsApp deep links pre-filled with product name and URL, a callback request with preferred time slot, and a dealer/distributor enquiry flow.
- Implemented OTP mobile verification, a bulk-pricing lead-capture modal, and **programmatic city-level SEO pages** for every product category.

BulkAgroChem — Agrochemical e-commerce store

bulkagrochem.com

Production · PHP, Laravel, MySQL

- Developed a full e-commerce store — **100+ products in 18 categories**, cart drawer, checkout, quick-order page, sale pricing, ratings & reviews and recently-viewed items.
- Built passwordless OTP login with automatic account creation on first sign-in, a country dial-code picker and SMS/email consent capture.
- Integrated an on-site AI chat assistant, WhatsApp business inquiries, cookie consent and a mobile bottom navigation bar.

Finchbyte — Sales funnel, CRM & client portal

finchbyte.com

Production · PHP, Laravel, MySQL

- Built the agency's marketing site — 6 service pages, 7 industry pages, case studies, blog and pricing — with a free growth-audit form that qualifies leads by service and budget, protected by a honeypot spam trap.
- Implemented a **client portal** reporting leads & pipeline stages, Google/Meta/LinkedIn ad performance, SEO & AI-search visibility, social growth and completed work.

- Added privacy compliance: granular cookie consent, privacy-choices page, confirmed-opt-in newsletter and 9 legal/policy pages.

Instant Post Maker — AI social-media post generator (SaaS)

instantpostmaker.com

Production · PHP, Laravel, AI image generation

- Built the prompt-to-post flow: users describe a post, the AI returns multiple design variations, then they customise colours, fonts and elements and download.
- Designed a multi-step onboarding funnel — email OTP sign-up → business profile → business type → plan selection.
- Implemented 3-tier subscription plans with a monthly/yearly toggle (20% annual saving), plus privacy, terms and data-deletion policy pages.

Shri Hari Tiffin — Meal ordering & subscription platform (Toronto, Canada)

shriharitiffin.com

Production · PHP, Laravel, MySQL

- Built a **wallet-based billing** system: customers top up a wallet and each tiffin's cost is deducted automatically on delivery.
- Implemented 5 subscription plans with day-specific pricing, à-la-carte items, delivery scheduling, and pause/skip without losing credits.
- Added dietary preferences (Jain, spice level, roti count), CMS-managed menu, plans and service notices, an inquiry modal and WhatsApp quick ordering.

Developer Portfolio — Personal site

[Live site](#)

Personal · React / Next.js, Cloudflare

- Responsive portfolio with a dedicated demo page for each project, skills, experience and contact sections; deployed on Cloudflare.

SKILLS

Languages: PHP, JavaScript, HTML, CSS, C++

Frameworks: Laravel, React, Node.js, Bootstrap

Databases: MySQL, MongoDB

APIs & Services: REST APIs, WebSockets, Twilio, PHPMailer, OTP (SMS/Email), WhatsApp

Deployment: cPanel, Hostinger, Cloudflare, Vercel, Git/GitHub

Tools: VS Code, Postman, phpMyAdmin, Google Cloud, Claude & ChatGPT (MCP, connectors, plugins), Moda AI, Converge

Automation: Social media integrations (Instagram, Facebook, LinkedIn, X, Pinterest, YouTube), Telegram bots

EDUCATION

Parul Institute of Technology · Vadodara, Gujarat

Aug 2021 – Apr 2025

B.Tech, Computer Science & Engineering · CGPA 6.9/10

Coursework: Object-Oriented Programming, Database Management Systems, Data Structures, Operating Systems, Computer Networks.

ACHIEVEMENTS

- Completed the Swayam NPTEL "Software Engineering" course (score: 70%) — software development, testing and quality assurance.
- Completed the CODTECH IT Solutions internship with outstanding performance remarks.