

VAIBHAV KANPARIYA

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EDUCATION

Charotar University of Science and Technology

Bachelor of Computer Science & Engineering

Major in Computer Science

Cumulative CGPA: 9.04/10.0

Relevant Coursework: Software Engineering; Operating Systems; Algorithms; Artificial Intelligence

Anand, Gujarat

May 2023

WORK EXPERIENCE

FULL STACK DEVELOPER | CULTUREX ENTERTAINMENT PRIVATE LIMITED

Ahemdabad, Gujarat

Product-Based Influencer Marketing Platform (Influenzer.ai)

Aug 2023 – Present

- Spearheaded the end-to-end development of the Influenzer.ai platform, taking it from initial concept (**0-to-1**) to a live application serving over 100 active users.
- Architected and built the full-stack application using a modern tech stack: **React** and **TypeScript** for the frontend, with **Node.js** and **MySQL** for the backend.
- Engineered scalable RESTful APIs designed to handle 100K+ daily requests, achieving 99.8% uptime and an average response time under 500ms.
- Integrated Large Language Models (LLMs) to create core AI-driven features, significantly enhancing the platform's data analysis and insight generation capabilities.
- Drove 8 major feature releases using Agile methodologies and implemented comprehensive analytics (Mixpanel, Google Analytics) to inform data-driven product decisions.

SOFTWARE DEVELOPER INTERN | CREST DATA SYSTEMS PRIVATE LIMITED

Ahemdabad, Gujarat

Dec 2022 – June 2023

- Reduced developer workload by 70% by co-developing the Universal Rest Client (URC), an internal tool for automating SIEM platform integrations.
- Utilized **Python** and **FastAPI** to build robust and scalable RESTful APIs, enabling the tool to connect seamlessly with diverse security platforms.
- Contributed to the full development lifecycle, from designing API endpoints to implementing the core logic for automated code generation.

PROJECTS

AI-Powered Brand Intelligence System

Built an AI filtering system using Large Language Models (LLMs) to filter influencers from a 200M+ database with a single natural language query, delivering fast and precise results.

- Developed an AI Assistant that provides real-time, personalized insights on brand performance, audience demographics, and competitors to optimize social media strategy.
- Created a high-accuracy sentiment analysis system powered by LLMs, analyzing millions of social media interactions daily with over 92% accuracy.
- Automated daily sentiment monitoring workflows with 99.9% reliability, transforming vast social data into actionable brand intelligence.

Platform Analytics & Event Tracking System

- Integrated end-to-end platform analytics using Mixpanel and Google Analytics, tracking 100+ user events to deliver deep insights into user behavior across the web application.
- Implemented API call monitoring with PostHog, analyzing 1.2M+ daily requests to optimize performance and improve system reliability.
- Built a custom real-time event tracking dashboard showcasing user behavior and conversion funnels, enabling faster decision-making.
- Designed comprehensive user journey tracking that drove a 35% reduction in customer acquisition costs and contributed to a 20% increase in sales conversions through targeted data-driven strategies.

ADDITIONAL

Languages: C++, C, Python, JavaScript, TypeScript

Web Dev: HTML, CSS, ReactJS, NodeJS, ExpressJS, NextJS, Tailwind, FastAPI

Databases: Firebase, MySQL, MongoDB

Cloud & Messaging: AWS (SNS, SQS, SES), Kafka

Dev Tools: GIT, JIRA, Bit Bucket, VS Code, Docker, Postman

AI Tools: OpenAI, HuggingFace, ollama

Monitoring Tools: Mixpanel, Google Analytics, PostHog