

Biddut Cahndro Roy

Full Stack Developer & Performance Marketer

biddutroy.com | github.com/Biddut-Roy | linkedin.com/in/biddut-roy
hello@biddutroy.com | +91 7501229810
New Delhi, India

PROFESSIONAL SUMMARY

Full Stack Developer and Performance Marketing Specialist with 4+ years of experience building scalable web applications and marketing-technology systems. Specialized in Next.js, React and Node.js, custom & headless CMS platforms, programmatic SEO, dashboards and admin panels, plus pay-per-call, programmatic media buying and Google Ads. Focused on clean architecture, production-ready delivery and measurable business results.

TECHNICAL SKILLS

Frontend: Next.js, React, TypeScript, JavaScript, Tailwind CSS, HTML, CSS

Backend: Node.js, Express.js, REST API, Authentication, JWT

Database: MongoDB, PostgreSQL, Prisma ORM

Deployment: Docker, Coolify, Vercel, GitHub, Linux

Tools: VS Code, Postman, Git, Cloudinary

CORE EXPERTISE

Full Stack Web Development • Custom CMS Development • Programmatic SEO Solutions • Dashboard & Admin Panel Development • Performance Marketing Systems • Pay Per Call Solutions • Google Ads Management • Affiliate Marketing Technology • Marketing Automation • Cloud Deployment

SERVICES

Custom CMS Development • Headless CMS Development • Payload CMS Development • Next.js CMS Development • Programmatic SEO Website Development • Enterprise CMS Solutions • Dashboard Development • Admin Panel Development • CRM Development • Marketing Dashboard Development • API Development • Database Architecture • Performance Optimization • Google Ads Campaign Setup • Google Ads Optimization • Pay Per Call Campaign Management • Programmatic Media Buying • Lead Generation Systems • Landing Page Development • Technical Consultation

SELECTED PROJECTS

Nexus Commerce

Full-stack e-commerce platform with cart, payments and admin back-office.

Next.js, TypeScript, PostgreSQL, Prisma, Stripe

LocalRank SEO Engine

Programmatic SEO platform generating 50,000+ multi-location landing pages.

Next.js, PostgreSQL, Prisma, ISR

CallFlow Pay-Per-Call

Pay-per-call marketing platform with dynamic number insertion and call tracking.

Next.js, Twilio, PostgreSQL

Insight Analytics

Real-time analytics dashboard with role-based access and exportable reports.

React, Node.js, Express.js, MongoDB

Ads Command Center

Google Ads management dashboard with live spend, ROAS and bidding rules.

Next.js, Google Ads API, BigQuery

Quill Custom CMS

Custom headless CMS with block editor, media library and typed REST API.

Next.js, Payload CMS, PostgreSQL

Relay CRM

Sales CRM with lead pipelines, contact timelines and task automation.

Next.js, Node.js, PostgreSQL

Affiliate Nexus

Affiliate platform with partner dashboards and commission tracking.

Next.js, MongoDB, Express.js

Full portfolio, source code and live demos available on request (client confidentiality / NDA).

TECHNOLOGIES

Next.js, React, TypeScript, JavaScript, Node.js, Express.js, REST APIs, MongoDB, PostgreSQL, Prisma ORM, Docker, Coolify, Linux, Vercel, Tailwind CSS, Payload CMS, Cloudinary, JWT, Google Ads API, Twilio

CONTACT

Website: biddutroy.com

GitHub: github.com/Biddut-Roy

LinkedIn: linkedin.com/in/biddut-roy

Email: hello@biddutroy.com

Phone: +91 7501229810

Location: New Delhi, India