Satyam **Gupta**

Technical Lead · Senior Software Engineer · Cyber Security Enthusiast

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"Passionate engineer with 5+ years in push notifications, scaling systems to handle millions of messages daily."

Summary

Technical Lead with **8+ years** of experience driving technical excellence and building scalable platforms. Proven track record of architecting and scaling high-impact systems to handle **millions of messages daily**, with expertise in technical direction, system architecture, and delivery excellence. Expert in **microservices architecture**, cloud infrastructure, and full-stack development. **AWS Certified Developer** with extensive experience in DevOps practices, **CI/CD pipelines**, and infrastructure automation. Passionate about mentoring engineers while maintaining hands-on coding involvement and technical problem-solving.

Skills

Development	**Laravel**, Node.js, **TypeScript**, **Python**, Express, PHP, React, REST APIs, **Microservices Architecture**
Cloud & DevOps	AWS (EC2, S3, Lambda), **Docker**, **Proxmox**, **CI/CD**, Monitoring & Logging, Linux, Bash
Push Notifications	**Firebase Cloud Messaging**, VAPID, Web Push, Mobile Push, Analytics, **Scaling to Millions of Messages Daily**
Databases & Systems	SQLite, MySQL, Redis, MongoDB, Event Streaming, Distributed Systems, High Availability
Billing & Enterprise	Razorpay, Stripe, Subscription Management, Payment Gateway Integration, Dynamic Payment Gateway Routing
AI & Emerging Tech	**Cursor AI Coding Agent**, **OpenAI/Gemini API Integration**, Telegram/Discord Bots
Leadership & Management	Team Mentoring, Technical Leadership, Stakeholder Management, Delivery Excellence, Code Reviews
Languages	English, Hindi

Work Experience

Brandzzy SoftTech Pvt. Ltd. (formerly LaraPush) *India*
Founder & CTO / Technical Lead *Jan 2021 - Present*

- Led technical strategy and architecture for multiple SaaS products under Brandzzy, including **LaraPush - self hosted push notification platform**, **ZeroCLI - managed hosting platform**, and **AdsGrab - monetization platform**.
- Single-handedly built and scaled **LaraPush** from scratch, designing its architecture, backend, frontend, and analytics engine.
- Built multiple internal company tools including HRM portals, Manager Review System, and fingerprint data portal secured by Cloudflare tunnels and authentication.
- Architected and scaled push notification platform to handle **millions of messages daily** with microservices-based infrastructure supporting web push, mobile push, and in-app messaging.
- Built **LaraPush Portal** for product management, customer management, and dynamic payment gateway system with priority-based routing and automated error notifications via Telegram.
- Developed **LaraPush Panel** for sending notifications to subscribers with microservices architecture, scaled to store millions of subscribers and send huge numbers of notifications every minute with real-time analytics.
- Built **push notification tools detector** and **contact info extractor** to help sales team identify potential customers and reach out to them effectively.
- Implemented **double-layer and Free CDN** (GitHub Pages and Cloudflare) to prevent overload and ensure high availability for global content delivery.
- Developed and deployed hundreds of automation tools, enhancing operational efficiency and reducing manual workload by 80%.
- Implemented comprehensive CI/CD pipelines across multiple products, ensuring rapid iteration and high availability with 99.9% uptime.
- Maintained hands-on coding involvement while leading technical teams, ensuring code quality through active participation in **code reviews** and technical problem-solving.
- Built a robust **migration system** to import subscribers from major platforms including OneSignal, Feedify, iZooto, Truepush, and Notix.

Freelance *India*
Freelance Developer & Technical Consultant *May 2016 - Jan 2021*

- Managed and executed over **20 diverse client projects**, including SirHow (Laravel project management), Ataxia Awareness Society (CMS website), **ZippyFeed** (food delivery e-commerce platform), and KeepInPocket (UI development).
- Provided technical consultation to **4 startups**, assisting in the development of their technical strategies and scalable architectures.
- Developed proficiency in multiple programming languages and frameworks like Laravel, Python, Node.js, and TypeScript.
- Built and deployed custom solutions including payment gateway integrations, content management systems, and responsive web applications.
- Earned client trust for handling subsequent project phases due to consistent high-quality code and reliable delivery on-time.

Certifications & Achievements

Professional Certifications

2022	**AWS Certified Developer – Associate,** Amazon Web Services (AWS)	*Issued Jul 2022*
2021	**AWS Certified Cloud Practitioner,** Amazon Web Services (AWS)	*Issued Apr 2021*

Key Achievements

2025	**Google Bug Bounty in FCM - $1600,** Discovered vulnerability in Firebase Cloud Messaging	*Google*
2025	**Open Source Contribution,** Maccy - Open source clipboard manager	*GitHub*
2021-2025	**Scaled Platform,** LaraPush - Millions of notifications per minute	*India*
2016-2025	**Product Development,** Built 50+ automation tools and personal projects	*imlolman.github.io*

Speaking & Community

WordCamp Delhi 2024 - "A Growth Hack Everyone Should Know"   *Delhi, India*

Speaker   *2024*

- Selected as the **youngest speaker** at **WordCamp Delhi 2024**, presenting on the importance of push notifications as a growth strategy.
- Shared insights on how push notifications can drive user engagement and business growth to WordPress developers and business owners.
- Demonstrated expertise in push notification strategies and their implementation for business success.

Education

BITS Pilani Work Integrated Learning Programmes   *India*

Master of Technology - MTech, Computing Systems & Infrastructure   *Jan 2020 - Nov 2023*

- Completed advanced studies in computer science and information technology while working full-time.

IPS ACADEMY, Indore   *Indore, India*

BCA, Computer Science   *2016 - 2019*

- Foundation in computer science and programming fundamentals.

Personal Projects & Open Source

Lolman.Tools   *2025 & Ongoing*

Creator and Maintainer   *2025 - Ongoing*

- Developed and scaled **100+ free, fast, and privacy-focused tools** that run entirely in-browser, requiring no backend.
- Built a custom framework for developing tools that research, automate, and create utilities in multiple languages, while maintaining a consistent UI.
- Integrated **AI-based**, **Wasm-based**, and browser-powered features to deliver efficient solutions for users.
- Focused on privacy and speed by leveraging core browser capabilities, ensuring all tools work without storing user data.

Maccy - Clipboard Manager   *GitHub*

Open Source Contributor   *2025*

- Contributed to **Maccy**, an open-source clipboard manager for macOS, improving functionality and user experience.
- Demonstrated commitment to **open source development** and community collaboration.

imlolman.github.io   *GitHub Pages*

Personal Portfolio & Tools   *2016 - Ongoing*

- Built **50+ personal projects** and automation tools showcasing diverse technical skills.
- Created **Chrome extensions**, web applications, and utility tools for personal and community use.
- Developed tools like **TypeScript String Obfuscator**, **Falling Sand Simulator**, **Google Docs Generator**, and more.
- Maintained active **GitHub presence** with regular contributions and project updates.

Scrapers, Extractors & Other Tools   *GitHub*

API Tools & Automation   *2023 - Ongoing*

- Created a Extractors for efficient data retrieval and integrated notification automation into the LaraPush Panel.
- Developed automation bots using **Telegram APIs** for managing group memberships, payments, and subscriptions.
- Automated video uploads to YouTube by aggregating TikTok videos into scheduled compilations, prior to YouTube Shorts' release.
- Built multiple web scrapers to gather diverse datasets, ranging from wallpapers to university results, enabling easy search and filtering.