

DEBOJYOTI CHAKRABORTY

Digital Operations Executive · Web Developer · Automation Specialist

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PROFILE

Self-taught Digital Operations professional with 5+ years building real business software — PHP/MySQL applications, WordPress sites, Android systems, and Python automation. Proven ability to work in diverse environments: backend development to client-facing fieldwork at live events. Adaptable developer known for understanding business context, solving problems creatively, and shipping deployed products. Experienced with AI-assisted development using ChatGPT, Claude, and GitHub Copilot.

From Solo Web Developer to Operations Leader: Started learning PHP/MySQL self-directed in 2019. By 2023, joined SITI Networks as Digital Operations Executive — managing multiple live platforms, coordinating teams, handling infrastructure, and working across technical and non-technical domains. Equally comfortable shipping code, briefing customers on cable TV about products, coordinating event logistics on the ground, or designing backend systems.

EXPERIENCE

Digital Operations Executive

Jan 2023 – Present

SITI Networks / Tubers TV · Kolkata

- Manage live platforms: **sitimahapuja.in** (15,000+ bookings, 132K+ clicks, 399K+ impressions), **snewz.in**, **tubers.co.in**.
- Built & staged corporate sites: **ICNCL** & **Indinet** — handling hosting, DNS/MX configuration.
- Built Python automation tools that cut manual data entry ~70% for creator reporting and data collection.
- **Event & Field Operations:** Royal Bengal Cup 2025 & 2026 cricket tournament — coordinated teams, managed guest logistics, oversaw prize distributions, ensured smooth tournament operations.
- **Cable TV Show (2023–2025):** Briefed customers about SITI cable TV products and services on air, translated technical features into customer benefits.
- **Guest Registration System (2026):** Designed & built QR code-based registration app for cable TV counter visits — streamlined foot-traffic engagement & data collection.
- Produced promotional videos, motion graphics, and AI-generated marketing content.
- Configured Outlook business email with DNS/MX integration, managing both paid and free legacy email services simultaneously.

Independent Web Developer

2019 – Present

Freelance / Self-directed · Remote & Kolkata

- Build custom PHP/MySQL applications and WordPress themes/plugins for clients, end-to-end.
- Delivered **tollywoodfocuskolkata.com** — role-based CMS, SEO-optimized Bengali entertainment news portal, AdSense-approved.
- Delivered **globalcare.co.in** — comprehensive healthcare and medical equipment business site.
- Shipped legal case-management system, e-commerce platform with payment gateways, REST APIs for Android apps.

PROJECTS & WORK

■ Live & Managed Platforms

sitimahapuja.in — Built 2024, 15,000+ bookings for Durga Puja 2025, 132K+ clicks, 399K+ impressions. (PHP, MySQL, SEO)

snewz.in — News platform, REST API for Android, content systems, uptime. (PHP, MySQL, REST API)

tubers.co.in — Media platform, Python automation for creator data, Excel reporting. (Web, Python)

■ Ready to Launch (Staged)

ICNCL — Indian Cable Net Company corporate site. (WordPress, PHP)

Indinet — ISP marketing site on WordPress + Elementor. (WordPress, Elementor)

Royal Bengal Cup — Tournament management with player registration (11 custom tabs), email notifications, two-tiered login. (PHP, MySQL)

■ Ready-Made Products (Available to Deploy)

Legal Case-Tracking System — Complete case-management web app with authentication, dashboard, case/client/document management, tasks, cron-based reminders. (PHP, MySQL)

E-Commerce Platform — Full storefront, admin panel, Razorpay + Cash-on-Delivery checkout, order management, email notifications. (PHP, MySQL, Razorpay)

QR Guest Registration App — Mobile-optimized event visitor registration & gift distribution tracking system. (PHP, MySQL, QR)

■ Android & Infrastructure

Adodi Kiosk App — Server-level Android kiosk system for remote video advertisements, compatible with legacy and new devices. (Android, Server, ExoPlayer)

SNEWZ Android App — Live news consumer app, consumes REST API from snewz.in, live on Play Store. (Android, REST API)

TECHNICAL SKILLS

Web Development: PHP, MySQL, WordPress, WooCommerce, HTML5, CSS3, JavaScript, REST APIs

Automation & Data: Python, Pandas, OpenPyXL, Excel automation, data processing, reporting

Infrastructure & IT: Hosting, DNS & MX, email migration, Outlook setup, domain management, cloud hosting

Android & Systems: Android development, kiosk systems, APK deployment, ExoPlayer, remote video management

AI & Digital Media: ChatGPT, Claude, GitHub Copilot, Google AI Studio, Premiere Pro, After Effects, Photoshop

EDUCATION

Bachelor of Arts (B.A.) — Calcutta University, 2018

Key Strength: Self-taught in all technical skills. Continuous learner. Comfort with AI-assisted development. Proven ability to grow from individual contributor to operations leader while maintaining hands-on technical expertise.