

DENISH SHAH

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PROFESSIONAL SUMMARY

Project Coordinator with a background spanning customer operations, digital content pipelines, and full-stack product deployment. A hybrid, technically literate manager who bridges communication gaps between engineering teams and creative squads. Experienced in Agile workflows, sprint planning, and managing the end-to-end delivery of AI-integrated web applications.

SKILLS

- **Project Management:** Project Coordination, Agile/Scrum Methodologies, Sprint Planning, Risk Mitigation, Milestone Tracking, Stakeholder Management, Client Relationships
- **Tools & Tech:** Jira, Trello, Git, GitHub, Vercel, Amazon AWS, Notion, Confluence
- **Product & Content:** Full-Stack Product Scoping, Database Architecture Logic, PWA Deployment, Content Strategy, Content Operations, Cross-functional Leadership

WORK EXPERIENCE

Lahagora – Surat, Gujarat

Project Coordinator | *Nov 2025 – Present*

- **Coordinated end-to-end timelines** for multiple parallel client accounts, ensuring on-time delivery by tracking daily milestones and managing resource constraints.
- **Facilitated daily stand-ups and sprint planning** for a cross-functional team consisting of developers, designers, and content writers.
- **Managed project tracking frameworks in Jira and Trello**, mapping out dependencies to prevent scope creep and unblock production teams.
- **Acted as the central point of contact** between external clients and internal execution teams to translate business requirements into technical tasks.

Content Writer | *Nov 2022 – Nov 2025*

- **Spearheaded content operations** to produce over 100 pieces of digital content, including corporate copy, blogs, and web content aligning with client brand guidelines.
- **Collaborated directly with project leads** to scope content pipelines, successfully reducing content delivery friction and meeting strict project deadlines.
- **Audited and optimized localized content** for multi-lingual campaigns to improve overall client content engagement metrics.

BMS Projects – Surat, Gujarat

Customer Relationship Executive | 2020 – 2022

- **Managed end-to-end stakeholder communication** across multiple high-value client accounts, ensuring premium satisfaction metrics and strong client retention.
- **Coordinated cross-functionally** between internal technical delivery teams and external clients to maintain smooth project flow and resolve escalations quickly.
- **Identified account growth opportunities**, successfully supporting repeat business and client referrals through relationship building.

PROJECTS (Independently Conceptualized, Managed & Deployed)

AskMaharaj.com | *Vanilla JS, Node.js, Supabase, Vercel, OpenAI API*

- **Acted as solo Product Owner and Developer** to manage the full lifecycle of a live, multi-lingual AI spiritual guidance platform from database logic to cloud deployment.
- **Designed and implemented a Retrieval-Augmented Generation (RAG) data pipeline** using Supabase vector search to ensure strict data accuracy and quality control.
- **Scoped and integrated a multi-model AI pipeline** supporting 6 languages, native audio transcription, and offline PWA accessibility.

Hari Kirtan | *React, Next.js, Neon DB, Vercel, OpenAI API*

- **Directed product scoping and end-to-end delivery** of a devotional kirtan platform featuring AI-powered text explanations and offline audio capabilities.
- **Engineered cross-platform PWA installation support** and integrated daily Panchang-based algorithmic selection logic to optimize user retention.

StreamLume.com | *React, Next.js, Gumlet CDN, Vercel*

- **Managed the conceptualization and deployment** of a high-performance Video-on-Demand (VOD) streaming application utilizing modern frontend frameworks.
- **Integrated Gumlet CDN for scalable, low-latency video streaming**, managing cross-platform media delivery, asset optimization, and user experience testing.

CERTIFICATION & EDUCATION

- **Google Project Management Certificate** (Coursera / Google)
- **B.Com, Business/Commerce** | The Maharaja Sayajirao University of Vadodara