Tarun Shukla

Dubai, UAE | +971 56 854 6755 | agmnwosgr@gmail.com | LinkedIn | GitHub | lapizblue.com

Summary

Head of Technology running IT, digital marketing and operations for a 3-branch UAE building materials group. In 17 months, built the group's entire digital channel from scratch: 6 production websites, Google Ads and SEO that turned AED 26K of ad spend into AED 242K of invoiced revenue (820% ROAS) and a AED 2.27M quantified lead pipeline, plus Zoho ERP automations that corrected 776,478 units of stock. Full-stack engineer (Next.js, TypeScript, Supabase) who ships with AI tooling daily.

Experience

Lapiz Blue General Trading LLC (Lapiz Group) May 2025 - Present
Head of Technology | IT, Marketing & Operations across Lapiz Blue, Sixty Newton and Global Classic *Dubai, UAE*

- **Lead generation & ROI:** own the Google Ads account (5 search campaigns, AED 5,000/month); channel runs continuously since Feb 2026; the half-yearly review (Feb to Jul 2026) counted 448 conversions and 72.5K impressions; cut cost per conversion 47%, from AED 66 to AED 35 by rebuilding GTM conversion tracking. Attributed AED 242,642 confirmed invoiced revenue to 25 lead companies against AED 26,358 spend (9.2× return) using Zoho Books ledger matching.
- **Pipeline & attribution:** designed the lead ledger and WhatsApp/email attribution model: 209 qualified leads from 264 companies (half-yearly review, Feb to Jul 2026; the ledger runs continuously), priced at trader rates into a AED 2.27M Cat-1 pipeline; routes leads to salesmen across Dubai, Sharjah and Abu Dhabi.
- **SEO & AI search:** rebuilt lapizblue.com on Next.js, consolidating ~1,200 ghost pages into 62 core pages (95% fewer URLs) with rankings intact: 1,342 clicks, 72,546 impressions in 3 months, brand queries at position 1.0-1.2; #1 organic for "Profilpas UAE" and "Kalinga Stone UAE", top 3-4 for Mapei and Weber supplier queries, cited in Google AI Overviews for 5 brands (llms.txt shipped early). Manage GA4, Search Console and Bing Webmaster for 3 domains plus Google Business Profiles for 3 branches.
- **Products shipped (7 in 8 months, all Next.js/TypeScript, Lighthouse 95-100):** 60newton.com (14 SEO service pages, built in 4 days), gcbuae.com (KalingaStone, Jaquar, FILA catalogue site), castedluxe.com, a 183-SKU offline PWA product catalogue with a 3-tier cross-brand alternatives engine, a staff training quiz platform, a lead-estimation dashboard and a Supabase + Claude API cost estimator for the contracting arm.
- **ERP & operations (Zoho Books, Inventory, CRM, Deluge):** took the ERP in-house from an external agency, saving AED 160,000 in agency fees; built the invoice-to-shipment automation and a Python backfill that closed 7,321 stuck sales orders with 8,346 auto-generated packages and shipments at 0 errors, correcting 776,478 units across 1,475 items: stock gap down 96.5% (782,525 to 27,607 units), mismatched items down 74% (1,631 to 425), and a further 951 dead orders closed to free 128,207 committed units; published the Lapiz Zoho Helper Chrome add-on (live FIFO margin on every quote/SO/invoice line, low-margin alerts, branch stock in search) with daily margin reports to management; led UAE e-invoicing (Peppol/ASP) readiness for 2 Zoho orgs.
- **IT & AI automation:** run IT for 3 branches and ~25 workstations, DNS and Zoho Mail (SPF, DKIM, DMARC) for all group domains; built an AI executive assistant on Zoho Cliq, a 4-source lead staging system pushing to Zoho CRM, and n8n/MCP workflows; produced 25+ commercial documents (PQ pack, company profiles, agreements, decks).
- **Team & brand design:** lead and mentor 2 marketing interns (daily priorities, briefs, reviews) across brand design, print production and printer negotiations, site visits, product photography and video; produce the group's creative in Canva, Affinity, Adobe Illustrator and DaVinci Resolve.

Webbers Technologies LLP Oct 2024 - Dec 2024
Full Stack Web Developer Intern *Karnataka, India*

- Built responsive React.js interfaces and backend API integrations for the company website revamp in agile sprints.

Projects

WebWeaver GitHub | Nov - Dec 2024

- Platform that generates and deploys websites from a prompt using the Anthropic API (Claude), React frontend, TypeScript/Node backend and in-browser web containers for live previews.

Technical Skills

Marketing & Growth: Google Ads, GA4, Google Tag Manager, Google Search Console, Bing Webmaster Tools, technical & on-page SEO, AI search optimisation (llms.txt, AI Overviews), Google Business Profile, Zoho Campaigns, WhatsApp Business, Canva, Affinity, Adobe Illustrator, DaVinci Resolve, Figma

Engineering: TypeScript, JavaScript, Python, Java, SQL, Next.js, React, Node.js, Supabase, PostgreSQL, MongoDB, REST APIs, Vercel, AWS, Docker, Git

AI & Automation: Claude API / Claude Code, MCP, prompt engineering, n8n, GitHub Actions, Python data pipelines, Zoho Deluge

ERP & Operations: Zoho One (Books, Inventory, CRM, Cliq, Mail), ERP administration, inventory reconciliation, UAE e-invoicing, Chrome extensions

Education

National University of Singapore, School of Computing June 2025
Certificates of Completion: Applied Machine Learning with Generative AI; Big Data Analytics and Deep Learning *Singapore*

Vellore Institute of Technology, Bhopal Sept 2021 - 2025
Bachelor of Technology in Computer Science & Technology | CGPA: 8.03 *India*

Certifications & Achievements

AWS Certified Solutions Architect Associate · AWS Certified Cloud Practitioner · AWS Generative AI with Large Language Models · HackerRank SQL (Advanced) · Docker for Developers · 200+ DSA problems solved (Java, Python), 150+ day coding streak