



# PRIYABRATA BERA

**Staff Software Engineer | Frontend Tech Lead | Senior Software Engineer | React.js · Next.js · JavaScript · TypeScript | Ad Tech & Publisher | Monetization Specialist**

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## PROFESSIONAL SUMMARY

Frontend Tech Lead with 15+ years of experience architecting and delivering scalable, high-performance web applications using React.js, Next.js, TypeScript, JavaScript, and Node.js. 7+ years as sole technical owner of a publisher monetization ecosystem serving 340M+ monthly views, driving ad tech strategy across Desktop Web, Mobile Web, and AMP through Google Ad Manager (GAM/DFP), Prebid.js, Amazon Publisher Services (APS), and Header Bidding. Proven track record leading large-scale Next.js migrations, mentoring engineering teams, and integrating AI-assisted development tools (ChatGPT, Claude, Cursor, Codex) to accelerate delivery. Strong focus on Core Web Vitals, SSR, REST API architecture, and revenue-driving ad optimization.

## CORE SKILLS

**Frontend:** React.js, Next.js, TypeScript, JavaScript (ES6+/ES5), Redux, HTML5, CSS3, jQuery, Responsive Design

**Backend / API:** Node.js, REST APIs, JWT Authentication, Axios, JSON, MongoDB

**Ad Tech / Monetization:** Google Ad Manager (GAM/DFP), Prebid.js, Amazon Publisher Services (APS), Header Bidding, Taboola, VDO.AI, Magnite, Columbia Ad Platform

**Performance & SEO:** Core Web Vitals, Lighthouse, Google Search Console, Chrome DevTools, Server-Side Rendering (SSR)

**Cloud & DevOps / Build Tools:** AWS (S3), Linode (Akamai Cloud), Git, GitHub, Bitbucket, Jenkins, Webpack, Babel, NPM, Yarn

**AI-Assisted Development:** Claude, ChatGPT, Cursor, Codex

**Practices:** Agile/Scrum, Team Leadership & Mentoring, Enterprise Application Architecture

## PROFESSIONAL EXPERIENCE

**The Economic Times (Times Internet) | Tech Lead – Front End Development** *May 2019 – Present*

Noida, India

- Serve as sole technical owner of the publisher monetization stack supporting 340M+ monthly views and 90–110M monthly visits, architecting ad solutions across Desktop Web, Mobile Web, and AMP using GAM/DFP, Prebid.js, APS, and Header Bidding.
- Designed and built a centralized ad configuration management platform (Next.js, React.js, Node.js) deployed across 8 repositories, standardizing ad implementation and cutting integration time for new properties.
- Directed frontend architecture and large-scale migration initiatives to React.js, Next.js, and TypeScript, improving Core Web Vitals scores and overall application performance across flagship products.
- Migrated legacy XSLT applications to modern Next.js architecture, improving accessibility, maintainability, and page performance.
- Built and shipped the ET Ad Management Panel, IPO Management Panel, and Subscription Management Panel (Next.js, React.js), giving business teams self-serve control over configurable ads and subscription data.
- Mentored a team of frontend engineers, leading development for Economic Times Web and Mobile Web platforms and establishing engineering best practices.
- Integrated AI-assisted development tools (Claude, ChatGPT, Cursor, Codex) into team workflows, improving code review turnaround and production velocity.

**Infogain India Private Limited | Sr. Consultant** *Mar 2016 – May 2019*

Noida, India

- Developed and enhanced the FedEx Print Online enterprise platform using React.js, JavaScript, CanJS, HTML5, CSS3, AJAX, and JSON, delivering scalable document printing, customization, and order management capabilities.

**Capgemini India Private Limited | Consultant** Jan 2014 – Mar 2016

Pune, India

- Built secure, scalable online banking features for the HSBC Banking Platform using JavaScript, Dojo, jQuery, AJAX, HTML5, CSS3, and JSON.

**Samsung India Software Centre | Senior Software Engineer** Oct 2011 – Sep 2013

Noida, India

- Developed Smart TV applications using JavaScript, HTML5, and the Samsung SDK.
- Led a multithreading migration initiative across 200+ Smart TV applications.
- Received the Best Mentor Award (2012) for outstanding contribution to team development.

**ONS Interactive Solutions Pvt. Ltd | Senior Software Engineer** Mar 2011 – Oct 2011

Noida, India

- Enhanced enterprise e-commerce platforms using PHP, MySQL, JavaScript, jQuery, AJAX, and Magento, delivering new features, bug fixes, and performance improvements.

**Chetu (I) Pvt. Ltd | Software Engineer** Oct 2008 – Mar 2011

Noida, India

- Built scalable e-commerce solutions for PC Game Supply using PHP, MySQL, JavaScript, jQuery, and AJAX, including secure payment workflows and digital product delivery.

**KLG SYSTEL LTD | Software Programmer** Jan 2008 – Oct 2008

Gurgaon, India

- Developed enterprise web applications for Isha Foundation, including a contact management system and an online event registration portal, using PHP, MySQL, JavaScript, and AJAX.

**H114 Technologies | Developer** Apr 2007 – Jan 2008

India

- Built a recruitment management portal using PHP, MySQL, JavaScript, and AJAX for managing job openings and candidate resumes.

## EDUCATION

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**B.Tech, Computer Science & Engineering**

B.P. Poddar Institute of Management & Technology | 2000 – 2006 | 75.2%

## ADDITIONAL STRENGTHS

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- Excellent debugging and problem-solving skills; quick learner with a strong work ethic
- Strong mentorship track record, committed to deadlines and delivery quality
- Actively expanding skills in Python, AI tooling, and automation