# Chinmay Bhat

Product Developer: Full Stack, SEO and Fintech Compliance

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## Summary

Product developer with 3+ years of full-time experience building, migrating and scaling web products, and running security and compliance for an RBI-licensed cross-border payments company. I design and build in Next.js and React, grow traffic through SEO and campaigns, conduct internal ISO 27001 audits, and run audit readiness for PCI DSS and RBI payment aggregator audits. Comfortable owning work end to end across tech, marketing and IT.

## Experience

**EximPe**, Product Development & Marketing, Bangalore, full-time — Jul 2024 to now

### Website and growth

- Led the complete migration of eximpe.com from WordPress to Vite to Next.js on my own, end to end, keeping search rankings with about 260 managed redirects.
- Designed and built both the frontend and the backend, for a smooth experience and an architecture that stays easy to maintain.
- Grew daily organic traffic from 10 to 15 visitors to about 2,000 with SEO-led content, comparison pages and four language editions.
- Built six free trade tools, including an HSN finder with about 19,000 programmatic pages generated from government tariff data.
- Built the lead pipeline behind 500+ qualified leads: validated forms, AES-256-GCM field encryption, sales alerts and a one-click follow-up.
- Made the site readable by AI answer engines with llms.txt, structured data on about 39 page types and a grounded Ask AI feature.

### Compliance and security products

- Designed and built the EximPe Compliance Toolkit, which replaced Sprinto and ClickUp and runs the company's ISO 27001:2022 programme: 121 tables, 152 API endpoints, 162 production releases.
- Built EximPe DLP: a Swift macOS agent, a Chrome extension and an SMTP gateway sharing one detection engine with real checksums.
- Wrote the MCP server and Claude skills that let anyone at EximPe file a compliance request from a chat, with no ability to approve one.
- Set up the AWS infrastructure in Terraform: ECS Fargate, RDS, Cognito, S3 and SES, deployed from GitHub Actions with OIDC and no stored keys.

### Audits and regulatory compliance

- Run audit readiness for PCI DSS v4.0.1 as a payment service provider, the RBI-mandated annual system and cyber security audit by CERT-In empanelled auditors, and ISO 27001:2022.
- Conduct EximPe's internal ISO 27001 audits myself, covering clauses 4 to 10 and the Annex A controls, and report the findings to management.
- Prepare the evidence and work alongside the assessors: quarterly ASV scans, VAPT, access reviews, policy reviews, DR drills and incident-response tests.
- Track EximPe's RBI Payment Aggregator (PA-CB) obligations, from quarterly InCA and OCA bank certificates to monthly cyber incident reports, in a compliance calendar I built.
- Close audit findings through corrective actions backed by proof, with every accepted risk approved by a named approver and given an end date.

### IT and operations

- Run the company's Mac fleet on Jamf: enrolment, configuration profiles, FileVault, patching and self-healing agents.
- Manage endpoint security on Sophos and Google Workspace administration, including quarterly access reviews.

### Marketing and automation

- Planned, designed and ran Google and Meta ad campaigns on controlled budgets, with ad creatives built in After Effects.
- Automated weekly news publishing with Relay.app, Make.com and Ghost CMS: an RSS trigger publishes every Tuesday with no manual work.
- Automated lead workflows with webhooks, homepage forms and email sequences, so every lead arrives CRM-ready.

- Ran design audits, content creation and marketing optimisation, keeping product, brand and growth aligned.

**Freelance**, Web designer and developer, Remote — Alongside full-time work

- Markenza, a Marathi influencer marketing agency: designed and built the full company site, a performance-optimised, SEO-ready platform, plus the blog backend the team publishes from.
- Media Vantage, a Mumbai entertainment company: a type-led site for celebrity campaigns and brand IP.
- Pyrelo, a work dashboard for Indian teams: product site, pricing, demo flow and a library of free tools.
- Triqio, an activewear label: e-commerce storefront with collections, product pages and a studio edit.

**Alme App**, Full Stack Developer, Bangalore — Jan to Jul 2024

- Built and maintained features across Laravel, PHP, WordPress and Next.js.
- Worked on backend logic, CMS customisation and frontend performance optimisation.
- Collaborated with cross-functional teams to ship production-ready features on deadline.

**Shubhchintak Technology**, Frontend Developer, Remote — Jan to Aug 2023

- Built responsive user interfaces with React and Tailwind CSS.
- Translated UI and UX designs into high-quality, reusable frontend components.
- Improved the app's performance and consistency across devices.

## Products built

**EximPe Compliance Toolkit**: A self-hosted GRC and work-management platform that replaced Sprinto and ClickUp.
762 commits, 752 mine, 162 production releases, 121 database tables. Built with Next.js, React, TypeScript, PostgreSQL, Prisma.

**EximPe DLP**: Data loss prevention across every Mac: a Swift agent, a Chrome extension and an email gateway.
231 commits, 45 data types detected, 156 vendor API-key patterns. Built with Swift, Google Chrome, Next.js, TypeScript, PostgreSQL.

**eximpe.com**: A fintech marketing site engineered for search, AI answer engines and lead capture.
909 commits, 19.8k URLs in the sitemap, 6 free tools. Built with Next.js, React, TypeScript, Tailwind CSS, Supabase.

## Key achievements

- Grew eximpe.com organic traffic more than 100× (from 10 to 15 visitors a day to about 2,000) through SEO and content.
- Delivered 500+ qualified leads through optimised forms, funnels and campaigns.
- Led end-to-end platform migrations independently, from WordPress to Vite to Next.js.
- Built and shipped two internal products used daily at an RBI-licensed fintech: a compliance platform (162 releases) and a DLP system.
- Automated content publishing and lead workflows, removing recurring manual work.

## Skills

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| **Build** | Next.js, React, TypeScript, JavaScript, HTML5, CSS3, Vite, Tailwind CSS, PostgreSQL & Prisma, Supabase, Laravel & PHP, WordPress & Ghost, Swift (macOS agents), Chrome extensions, MCP servers, Claude skills |
| **Ship** | AWS ECS Fargate, Terraform, Docker, GitHub Actions, Cognito, Secrets Manager, SES |
| **Grow** | SEO & content, Google Ads, Meta Ads, Conversion tracking, Make.com, Relay.app, Webhooks & RSS automation, After Effects creatives, Design audits, AI-assisted content |
| **Secure** | PCI DSS v4.0.1, RBI PA and PA-CB compliance, CERT-In requirements, ISO 27001, Jamf MDM, Sophos Endpoint, Google Workspace admin, Access reviews, ISO 27001 internal audits, VAPT and ASV coordination, Audit evidence and CAPA, Data loss prevention |

## Education

B.Tech, Computer Science & Engineering, 2023