

# MUHAMMAD IQBAL SIDDIQUI

Full-Stack Developer and Data Scientist

Islamabad | +92 333 1575410 | [iqbalsiddiqui2001@gmail.com](mailto:iqbalsiddiqui2001@gmail.com)

[iqbalsid.com](http://iqbalsid.com) | [linkedin.com/in/iqbalsiddiqui2002](https://linkedin.com/in/iqbalsiddiqui2002) | [github.com/iqbal1526](https://github.com/iqbal1526)

## SUMMARY

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Full-stack developer with 3+ years building modern, scalable web applications with clean, responsive front-ends and reliable back-end systems, now focused on cloud data engineering on Google Cloud. Builds event-driven ad-data pipelines (Cloud Run, BigQuery, Pub/Sub, Cloud Scheduler, Cloud Tasks) and Meta Pixel / Conversions API tracking for e-commerce, alongside robust APIs, AI integrations, and BI dashboards. Delivers complete, production-ready solutions that solve real-world problems.

## CORE SKILLS

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**Full-Stack Development:** Front-end & back-end development, API design, microservices, server-side rendering, REST & GraphQL APIs, authentication & authorization, real-time applications

**Cloud Data Engineering (GCP):** BigQuery, Cloud Run (services & jobs), Cloud Scheduler, Cloud Tasks, Pub/Sub, Firestore, Storage Write API, IAM; dbt, ETL/ELT pipelines, data warehousing

**Marketing & Ad Data:** Meta Pixel & Conversions API (CAPI), Google Tag Manager, ad-platform APIs (Meta, Google Ads), Elevar, product-feed & catalog integration (Shopify, Intelligent Reach)

**Tech Stack:** React, Next.js, Svelte, Node.js, NestJS, Python (FastAPI, Flask), MongoDB, MySQL, PostgreSQL, Firebase, AWS, ShadCN, Figma, WordPress, Contentful, Plasmic, Strapi

**Data, ML & BI:** Power BI (DAX), Tableau, Plotly; Pandas, NumPy, scikit-learn, TensorFlow, PyTorch, Demucs, ONNX

**Architecture & Optimization:** Scalable system design, cloud infrastructure, CI/CD, containerization, serverless; performance tuning, caching, database & query optimization, monitoring & logging

## PROFESSIONAL EXPERIENCE

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### Full-Stack Developer & Data Engineer

Oct 2025 - Present

*Growth Huntr*

- **Build and operate** event-driven ad-data pipelines on Google Cloud: Cloud Run worker services and jobs fetch advertising-account data through platform APIs (Meta, Google Ads) into BigQuery via the Storage Write API, orchestrated with Cloud Scheduler, Cloud Tasks queues, and Pub/Sub.
- **Manage** multiple GCP projects end-to-end, including IAM and service accounts, scheduling, monitoring, and cost controls, powering a marketing analytics platform for ad-performance reporting.
- **Re-architected** the analytics warehouse to cut BigQuery spend: partitioned and clustered staging tables and moved transformations to an event-driven dbt layer, reversing a ~3x cost spike while keeping data fresh.
- **Led** Meta Pixel and Conversions API tracking audits across four regional e-commerce storefronts (AU, US, UK, NZ), diagnosing catalog match-rate issues from content\_id format mismatches, duplicate event firing, and disabled Purchase events, then scoping and delivering the remediation.
- **Integrated** Shopify, GTM, Elevar, and product-feed sources to raise catalog match rates and conversion-tracking accuracy for paid-social campaigns.

### Full-Stack Developer

June 2024 - Oct 2025

*Kakushin*

- Developed 6+ production-ready web applications using MERN / MEAN / Next.js, focusing on scalable architecture, API design, and responsive UI development.
- Built and maintained RESTful APIs and server-side logic; handled database design and query optimization across client projects.

- Deployed applications across cloud platforms, managing CI/CD pipelines and server configuration for efficient production environments.

### Full-Stack Developer

July 2024 - October 2024

*Unimatters (Navigrated)*

- Developed Navigrated, a mentorship platform with real-time video calls, an AI-powered CV clinic, and milestone-based challenges, increasing user engagement by 20%.
- Directed a cross-functional team to implement CI/CD pipelines and improve code quality, enhancing release consistency.
- Cut response times with Redis caching and query optimization, and built a real-time metrics dashboard to drive data-driven decisions.

### Data Analytics (Freelance)

July 2024 - October 2024

*Upwork*

- Developed custom Power BI dashboards embedded in full-stack web applications, pairing back-end data pipelines with interactive front-end interfaces.
- Designed for seamless data accessibility and intuitive UX, enabling clients to explore complex datasets and make informed, real-time business decisions.

## SELECTED PROJECTS

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### VocalSplit: AI vocal & instrument separator

[vocalsplit.org](https://vocalsplit.org)

- Built a full-stack tool that extracts vocals and instruments from audio and video at ~95% accuracy, using Python (FastAPI) and the Demucs model with parallel processing to accelerate extraction.
- Built the front-end in Next.js (SSR) with SEO optimization; deployed front-end on Vercel and back-end on an Oracle VM; designed a responsive UI in Figma with a global styling system.

### Navigrated: Mentorship platform

- Built a platform with LiveKit video calls, milestone challenges, an AI-powered CV clinic, and session booking, driving 20% user growth.
- Implemented secure auth (CSRF protection, cookie-based sessions) with Zustand state management; integrated real-time chat, Twilio SMS, a forum, and cron jobs for automated subscriptions; monetized via a Stripe-powered tiered subscription model.

### DataHarbor: No-code data analysis platform

- Built a full-stack ME(F)RN application with automated EDA pipelines and interactive dashboards; added no-code preprocessing for text and tabular data, cutting manual processing time by 30%.
- Integrated ML model evaluation with scikit-learn and TensorFlow, and tuned back-end performance via MongoDB aggregation and efficient API design.

## EDUCATION

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### Bachelor of Science in Data Science

2025

*COMSATS University Islamabad*

## ADDITIONAL INFORMATION

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- **Certifications:** IBM Data Science Professional Certificate (Coursera).
- **Languages:** English, Urdu.