

Kalyan Kopparam

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“Results-driven professional with ten plus years of experience in Front End Web Development, Content Writing, and Analytics. Proven track record of exceeding goals and driving success through strategic planning, team leadership, and innovative problem-solving. Skilled in HTML5, CSS3, Javascript, and Python with Graphic Design and Content Writing with a focus on delivering exceptional customer satisfaction and driving business growth. Strong communicator with a passion for collaboration and continuous improvement.”

Personal Details

Date of Birth: 1987-11-09

Highest Career Level: 5+ years experience

Industry: Analytics, Internet, Ecommerce, KPO, Research, Analytics, Project Management, Software Development, Technology

Total years of experience: 10

Work Experience

Front End Web Developer and Content Writer

Matrix Square Solutions - Bengaluru, Karnataka

June 2018 to February 2024

As a Project Manager and Web Developer for a Property Management Company, I oversaw the management and upkeep of our business websites, leveraging my expertise in WordPress and Wix platforms. My Work encompassed a multifaceted approach, from crafting compelling day-to-day content for website blogs and social media channels to seamlessly integrating third-party APIs, ensuring a seamless user experience.

A significant aspect of my responsibilities revolved around optimizing website performance through meticulous on-page and off-page SEO strategies. My work involved implementing SEO techniques to enhance visibility and drive organic traffic while attending to technical aspects such as HTML5 and CSS3 to ensure optimal site structure and performance.

Moreover, my proficiency in Python enabled me to tackle diverse challenges, from automating tasks to enhancing website functionalities. Additionally, I utilized tools like Canva and Adobe Photoshop to create visually engaging content, further augmenting our online presence.

Furthermore, I handled the digital marketing and Social Media Management tasks every day.

My role also extended to project management, where I adeptly utilized Gantt Charts and Kanban methodologies to streamline workflows and ensure timely project delivery. Simultaneously, I compiled comprehensive business reports and dashboards using Google Docs, Sheets, and Tableau, providing actionable insights to drive informed decision-making.

Through this multifaceted approach, I maintained and enhanced the digital footprint of the property management company, driving growth and fostering meaningful connections with our audience.

Education

Bachelor's degree in Computer Science

Karnataka State Open University - Bengaluru, Karnataka

March 2015 to March 2018

Skills / IT Skills

- HTML5
- CSS
- JavaScript
- Wordpress
- MySQL