ASHISH KUMAR
WEBSITE DEVELOPER AND DIGITAL MARKETER

Lauriya Bettiah Bihar India | ashishkrji0@gmail.com | www.ashishkrj.com

SUMMARY

Results-driven Website Developer & Digital Marketing Specialist with over 2 years of experience in building dynamic, SEO-optimized, and user-friendly websites, alongside 1 year of proven expertise in executing digital marketing strategies across SEO, SEM, SMM, SMO, Email Marketing, and Social Media. Adept at managing multiple client projects, driving online visibility, and optimizing performance through data-backed insights. Passionate about helping businesses grow through digital innovation, continuous learning, and strategic problem-solving. Known for delivering scalable solutions while staying grounded, curious, and grateful to every mentor and project that shaped this journey.

TECHNICAL SKILLS

✔ WordPress Development
✔ HTML, CSS, JavaScript
✔ SEO (On-Page & Off-Page)
✔ Google Ads (SEM)

✔ Social Media Marketing (SMM)
✔ Social Media Optimization (SMO)
✔ Email Marketing
✔ Canva & Adobe Tools

✔ Google Analytics
✔ Responsive Web Design
✔ Content Writing & Blogging
✔ Page Speed Optimization

PROFESSIONAL EXPERIENCE

Meleyrs Digital Agency — May 2023 – Dec 2024

- Led development of an advanced automation system, achieving a 15% increase in operational efficiency.
- Streamlined manufacturing processes, reducing production costs by 10%.
- Implemented preventive maintenance strategies, resulting in a 20% decrease in equipment downtime.

Ouranos Digital — June 2025 – Present

- Designed and optimised a robotic control system, realizing a 12% performance improvement.
- Coordinated testing and validation, ensuring compliance with industry standards.
- Provided technical expertise, contributing to a 15% reduction in system failures.

Freelance WordPress Developer & Digital Marketer — Jan 2023 – Present

- Developed and deployed over 10 WordPress websites for clients across multiple industries.
- Executed SEO and SMM campaigns, leading to 30–50% traffic increase for several small businesses.
- Provided consulting on website performance, branding, and growth marketing strategies.

EDUCATION

Master of Computer Applications – MCA — Aug 2024 – July 2026

CT Group of INSTITUTIONS, Sahapur, Jalandhar, Punjab

- Major in Automotive Technology.
- Thesis on "Technological Advancements within the current Mechatronics Industry".

Bachelor of Computer Application – BCA — March 2021 – June 2024

Manipal University jaipur, Rajsthan

- Relevant coursework in Structural Design and Project Management.

CERTIFICATIONS

- Google Fundamentals of Digital Marketing
- HubSpot SEO Certification
- WordPress Theme Development – Udemy

KEY RESPONSIBILITIES

- Keyword Research with the help of some seo tool and Brain stroming
- Create a campaign: Search Ads, Display Ads, Text Ads
- Checking The Progress with the Help of GOOGLE Analytics Tool
- Do Social Media Optimization
- Create a facebook ads, Insta ads and other social media ads
- Create Backlink foe a website To Rank in Google SERP and Rank inTop Position
- Use Seo Tool Name are: Semrush, Ahref, ubbersuggest, websiteseochecker

OUR PROJECTS

◆ GitHub Profile Detective
📅 Apr 2024 – May 2024

🔧 React JS, HTML, CSS, JavaScript, GitHub API

A dynamic React application that fetches and displays detailed GitHub user data including repositories, followers, and contributions. Built for developers and recruiters to analyze GitHub profiles quickly.

◆ Movie Recommendation App
📅 Feb 2024

🔧 React JS, API, HTML, CSS, JavaScript

Built a movie recommendation system that suggests films based on user preferences, genre, and trending data. Clean UI and optimized API integration.

◆ Task Reminder – Chrome Extension
📅 Nov 2023

🔧 JavaScript, Chrome Extension APIs, HTML, CSS

A lightweight Chrome extension that allows users to create, save, and receive task reminders. Ideal for productivity enthusiasts.

◆ Image Search App
📅 Oct 2023

🔧 React JS, API, CSS, JavaScript

Built an image search tool that uses external APIs to fetch and display high-quality images with download options.

◆ Image Background Remover
📅 Aug 2023

🔧 React JS, Image Processing API, HTML, CSS

A web app to remove image backgrounds and return transparent PNGs. Useful for product photos and graphic designers.

◆ Digital Product Hub
📅 Jul 2023

🔧 WordPress, PHP, HTML, CSS

Created a marketplace for selling digital products. Focused on UI/UX, payment gateway integration, and SEO optimization.

◆ Food Projects Series (Food, Foodie, Fresh Food)

📅 May 2023

🔧 HTML, CSS, JavaScript

A series of beginner-friendly projects demonstrating static website development, design layouts, and responsive content structure.

◆ LMS Website – Learning Management System

📅 Apr 2024

🔧 React.js, Vite, JavaScript, HTML, CSS, ESLint

Developed a responsive and modular LMS platform using React and Vite for lightning-fast performance. The system includes user authentication, course listings, interactive learning modules, and dashboard functionality. Built with ESLint integration to maintain clean, scalable code. Focused on performance, modularity, and user experience.

◆ NoshNest – Food Ordering Website

📅 Nov 2023 – Dec 2023

🔧 HTML, CSS, JavaScript, PHP (Login), Responsive Design

A beautifully designed food website that mimics a real-world restaurant platform. NoshNest features clean UI, interactive menus, contact forms, and mobile responsiveness. Built to simulate a functional digital menu and ordering experience, it showcases strong frontend skills with attention to detail and usability.