
Somesh Kumar Pal

Web Developer

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About Me

I am a dedicated and enthusiastic professional with a passion for web development and digital marketing. Throughout my academic journey, I pursued a Bachelor of Computer Applications (BCA) degree from the School of Management Sciences. During this time, I gained a solid foundation in various programming languages and digital marketing strategies.

SKILLS

- HTML: Advance
- CSS/SCSS: Intermediate
- JavaScript/ JQuery: Intermediate
- PHP/ PHP OOPs: Intermediate
- MySQL: Intermediate
- Laravel: Intermediate
- WordPress: Advanced
- React: Intermediate
- Google AdWords: Intermediate
- Google Analytics: Beginner
- Google AdWords: Intermediate
- Google Analytics: Beginner
- Social Media Marketing: Intermediate
- Search Engine Marketing (SEM): Beginner
- Email Marketing: Intermediate
- Blogging: Intermediate
- Search Engine Optimization (SEO): Intermediate
- Digital Marketing: Intermediate

EXPERIENCE

Gururo, Virtual - *WordPress Development Intern*

Apr 2023 - June 2023

As a WordPress Development Intern at Gururo, I am responsible for various tasks related to WordPress website development and management. My key responsibilities include:

- **Scheduling WordPress posts:** I effectively manage the scheduling of posts on WordPress websites, ensuring a consistent and timely publishing schedule.
- **Conducting SEO for posts:** I implement search engine optimization techniques to improve the visibility and ranking of WordPress posts, resulting in increased organic traffic.
- **Designing pages:** I utilize my skills in HTML, CSS, and JavaScript to design visually appealing and user-friendly web pages on WordPress websites.
- **Implementing social media marketing strategies:** I integrate social media marketing strategies into WordPress websites, leveraging platforms such as Facebook, Instagram, and Twitter to drive engagement and increase website traffic.

Hirific, Virtual - *Social Media Intern*

Feb 2023 - Mar 2023

As a Social Media Intern at Hirific, I played a crucial role in managing and enhancing the company's online presence through various social media platforms. My key responsibilities included:

- **Managed LinkedIn posts:** I successfully handled the LinkedIn presence of the company by creating and scheduling engaging posts, increasing brand visibility, and fostering professional connections.
- **Created engaging social media content:** I developed compelling and creative content for social media platforms, including images, videos, and captions, to attract and engage the target audience.
- **Suggested new ideas for social media campaigns:** I actively contributed innovative ideas and strategies to improve the effectiveness of social media campaigns and generate higher levels of audience interaction.
- **Analyzed social media trends:** I monitored and analyzed social media trends and metrics using tools like Google Analytics, identifying opportunities for improvement and optimizing social media strategies accordingly.

EDUCATION

School of Management Sciences - *Bachelor of Computer Applications*
(BCA)

2022 - 2024

During my academic journey, I pursued a Bachelor of Computer Applications (BCA) degree from the School of Management Sciences. This program provided me with comprehensive knowledge and skills in the field of computer applications, equipping me with a solid foundation to excel in the IT industry.

Throughout the course of my BCA program, I gained a deep understanding of various computer science and programming concepts. The curriculum covered subjects such as programming languages, database management, software development, web development, and data structures. I actively participated in practical sessions, assignments, and projects to enhance my technical proficiency and problem-solving abilities.

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