

GANESH.P

FULL STACK DEVELOPER(MERN)

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LINKS

- **Portfolio:** developer-ganesh.web.app
- **Github:** [Ganesh-Paulraja](#)
- **Linkedin:** [Ganesh P](#)

SKILLS

Programming:

- HTML
- CSS
- SCSS
- JAVASCRIPT
- REACT
- REDUX
- TAILWIND
- NODE JS
- EXPRESS
- MONGODB

Tools:

- Git
- Vs Code
- Figma
- development tools in browser

LANGUAGES

- ENGLISH
- TAMIL

EDUCATION

Diploma in Mechanical Engineering	2017-2024
12th Grade	2015-2017

INTERESTS

- Technology
- Self Improvement
- Fitness

PROFILE SUMMERY

Dynamic MERN Stack Developer adept at crafting captivating web applications fueled by MongoDB, Express.js, React.js, and Node.js. Armed with robust front-end and back-end prowess, dedicated to engineering impactful and user-centric solutions that captivate audiences and drive results.

PROJECTS

Fruit shop website: [\[Click here to visit the live site\]](#)

- Created a fruit shop website using the MERN stack, incorporating MongoDB, Express.js, React.js, and Node.js.
- Crafted the website's visual appeal with SCSS for enhanced styling and employed Axios for seamless data handling.
- Optimized user experience by implementing Redux for efficient state management.
- Effectively deployed and hosted the website using Firebase and MongoDB Atlas, ensuring accessibility and seamless user interaction.

Card shop website: [\[Click here to visit the live site\]](#)

- Developed a captivating React card shop website with dynamic styling using SCSS.
- Hosted the website on GitHub Pages for seamless accessibility.
- Integrated React's component-based structure for enhanced modularity and maintainability.

WORK EXPERIENCE

Frontend Developer

Convertcart: eCommerce Growth Platform and Consulting 2021-2024
Bengaluru 2 years 3months

- Spearheaded conversion rate optimization campaigns using HTML, SCSS, JavaScript, jQuery, and React, driving significant increases in website performance.
- Developed custom email templates, leveraging HTML and CSS expertise to deliver visually compelling and responsive campaigns.
- Collaborated cross-functionally to align frontend development efforts with marketing objectives, ensuring maximum impact of email campaigns.
- Implemented strategic frontend enhancements to streamline navigation and boost user engagement metrics.
- Demonstrated proficiency in crafting engaging email content, optimizing deliverability and user experience.