

# GOVIND KUMAR RAI

Dehradun, Uttarakhand, India

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## EDUCATION

### Bachelor of Technology in Computer Science

2022-2026

JB Institute of Technology (JBIT), Uttarakhand Technical University, Dehradun

Relevant Coursework: Database Management, Web Development, Software Engineering

## TECHNICAL SKILLS

- Programming Languages:** PHP, JavaScript, HTML5, CSS3, SQL, Python
- Web Technologies:** WordPress, React, Node.js, REST APIs, MySQL, Git, Apache
- Development Tools:** VS Code, GitHub, Chrome DevTools, XAMPP, Docker
- Digital Marketing:** Search Engine Optimization (SEO), Google Analytics, Social Media Marketing, Content Strategy
- Design & UI/UX:** PSD to WordPress conversion, Responsive Design, Figma

## PROFESSIONAL EXPERIENCE

### Social Media Manager Intern

September 2025 – Present

(Sudo Web), Dehradun, Uttarakhand

- Developed and executed data-driven social media strategies across 5+ platforms, increasing client engagement by 45% and follower growth by 30% within 3 months
- Created and optimized 50+ pieces of digital content weekly using analytics tools, improving click-through rates by 25%
- Conducted A/B testing on campaign messaging and visuals, resulting in 20% improvement in conversion metrics
- Collaborated with cross-functional teams to align social media initiatives with broader marketing objectives and brand guidelines

### WordPress Developer

February 2025 – September 2025

(TNP Officer), Dehradun, Uttarakhand

- Engineered 12+ responsive, mobile-first WordPress websites with custom themes and plugins, improving site performance by 40% through code optimization and caching strategies
- Developed dynamic user interfaces using PHP, JavaScript, and MySQL, reducing page load times by 35% and enhancing user experience for 10,000+ monthly visitors
- Implemented RESTful APIs and integrated third-party services (payment gateways, CRM systems) to extend functionality and automate workflows
- Performed comprehensive SEO audits and technical optimizations, resulting in 50% increase in organic traffic and improved search rankings for client websites
- Maintained version control using Git and collaborated with design teams to convert PSD mockups into pixel-perfect, cross-browser compatible websites

## ACADEMIC PROJECTS

### E-Commerce Platform with Advanced Features

January 2025

- Built a full-stack e-commerce application using PHP, MySQL, and JavaScript with user authentication, product catalog, shopping cart, and secure payment integration
- Implemented admin dashboard for inventory management, order tracking, and analytics visualization
- Achieved 99.9% uptime and handled 500+ concurrent users during load testing

### SEO Analytics Dashboard

November 2024

- Automated keyword ranking reports and competitor analysis, saving 10+ hours of manual work weekly

## ACHIEVEMENTS & CERTIFICATIONS

- Google Digital Marketing Certification** – Completed comprehensive training in SEO, SEM, and analytics (2025)