

Pavan Kumar Kappala

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PROFESSIONAL SUMMARY

Web Developer with expertise in ReactJS, JavaScript, HTML5, and CSS3. Skilled in building responsive, SEO-optimized, and high-performance websites. Experienced in UI development, cross-browser compatibility, and performance optimization. Passionate about digital transformation, continuous learning, and delivering scalable, maintainable solutions.

PROFESSIONAL EXPERIENCE

Junior Web Developer | Siva Complete Solutions Pvt. Ltd., Bengaluru | Sep 2024 – Present

- Developed and maintained responsive web applications using **JavaScript, HTML5, CSS3**, and **Bootstrap 5**, adhering to software development best practices and the software development lifecycle.
- Enhanced **SEO** performance by implementing structured data, meta tags, and on-page optimizations, increasing search visibility by improving search engine ranking.
- Improved **page load time** by 20% using **image compression** and **script minification**.
- Implemented **UI design principles** and **design thinking** to create a seamless user experience, ensuring compatibility across all devices and browsers.
- Deployed websites using **FileZilla FTP** and managed version control using **Git**, ensuring smooth and consistent updates to production.
- Worked on customizing and managing **PrestaShop**-based **eCommerce websites**, ensuring seamless functionality, performance, and user-friendly design.

Tech Stack: ReactJS, JavaScript, Bootstrap 5, HTML5, CSS3, Git, FileZilla, Visual Studio.

TECHNICAL SKILLS

- Front-End:** HTML 5, CSS 3, Bootstrap 5, JavaScript, React.js
- Back-End Development:** Java, Python
- E-Commerce:** PrestaShop
- Database Management:** MySQL
- Tools:** Git, VS Code, MS Office, Eclipse IDE
- Other Skills:** Responsive Web Design, UI/UX Optimization

PROJECTS

Automated Sentiment Detection from Textual Comments

- Developed a sentiment analysis model using **NLP techniques** and **ML algorithms** like **SVM, KNN, and Naive Bayes** to classify restaurant reviews.
- Enhanced model accuracy by integrating **Deep Learning classifiers**, enabling more precise sentiment-based insights for customer feedback analysis.

Tech Stack: Python, Machine Learning, Deep Learning, Pandas

Dental Websites Development & Deployment (Personal Project)

- Designed and developed multiple dental practice websites, focusing on clean UI/UX and patient-friendly navigation.
- Deployed projects on Netlify, leveraging its CI/CD pipeline for fast, secure, and reliable hosting.
- Implemented Git/GitHub for version control, ensuring streamlined collaboration and efficient project management.
- Optimized for responsiveness, SEO, and performance, resulting in mobile-friendly and search engine-ready websites.

Tech Stack: HTML5, CSS3, JavaScript, Bootstrap 5

EDUCATION

Master of Computer Applications (MCA) | Nov 2022 - Aug 2024

Madanapalle Institute of Technology & Science, Madanapalle, Andhra Pradesh

CGPA : 8.4/10.0

Bachelor's Degree (BSc) | June 2019 - Aug 2022

Sri Venkateswara University, Tirupathi

CGPA : 8.8/10.0

LEARNING AND CERTIFICATIONS

- Java Full-Stack Certification – Codegnan Destination Training Institute, Bengaluru | Apr 2024 – Aug 2024
 - Google Data Analytics certification – 2024
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SOFT SKILLS

- Root Cause Analysis
- Strong Analytical Skills
- Problem-Solving Skills
- Collaborative Team Player
- Fast Learner
- Agile Mindset