

## SANSO SOWMI. P

Dubai, UAE

E-mail: sansosowmy@gmail.com

Phone: + 971 563709850

<https://sansosowmiportfolio.netlify.app/>



## PROFESSIONAL SUMMARY

Motivated **Web and Digital Marketing Executive** with a solid foundation in front-end development and E-Commerce platforms, contributing to the development of innovative, scalable, and performance-driven web applications.

## TECHNICAL SKILLS

Frontend	:	Angular
Backend	:	.Net, Web API, C#, Entity Framework
E-Commerce Platforms	:	Shopify
Markup Languages	:	HTML
Styles	:	CSS3
Database	:	SQL Server
Version Controls	:	GitHub, Azure DevOps
Development Tools	:	MS Visual Studio Code, MS Visual Studio, SQL Server

## PROFESSIONAL EXPERIENCE

### WEB AND DIGITAL MARKETING EXECUTIVE — NYRV, UAE

February 2025 – present

- Developed and customized Shopify themes for e-commerce and marketplace websites.
- Built responsive, mobile-friendly UI using HTML, CSS, and Liquid.
- Implemented SEO best practices including meta tags and keyword optimization.
- Integrated Google Analytics and Merchant Center for traffic and conversion tracking.
- Managed digital marketing campaigns, including Google Ads and social media ads, to drive website traffic and sales.
- Created custom sections, forms, and automated email templates.

### JUNIOR SOFTWARE DEVELOPER — CKS Solutions, Nagercoil, Tamilnadu.

November 2022 – October 2024

- Developed web applications using Angular, .NET Web API, and SQL Server.
- Designed and implemented responsive UI components with Angular and Bootstrap.
- Integrated backend APIs and ensured secure data handling.

### JUNIOR SOFTWARE DEVELOPER — Beta Monks Technology Pvt Ltd, Chennai, Tamilnadu.

October 2021 – September 2022

- Worked on enterprise web applications using Angular and Entity Framework.
- Assisted in testing, deployment, and ongoing application support.

## PROJECT HIGHLIGHTS

### NYRV & Moheat Websites

- Developed two Shopify-based platforms for fashion retail and business marketplace.
- Customized themes, optimized site speed, and improved SEO visibility and user engagement.
- Integrating Google Analytics and Meta Pixel to boost traffic and user engagement.

### Voucher Management System

- Built a system to manage vouchers, expenses, salaries, and transactions.
- Automated scheduled processes and ensured data accuracy through logging and validation.

### Online Exam Portal

- Developed an online examination platform with institution onboarding and question management.
- Built APIs using .NET and Entity Framework and UI using Angular and Bootstrap.

### CKS Corporate Website

- Created a corporate website to establish brand presence.
- Integrated frontend with backend services and optimized site performance.

## EDUCATIONAL QUALIFICATION

- **MCA (Master of Computer Applications)**

St. Xavier's Catholic College of Engineering, Anna University, Nagercoil, Tamil Nadu.

**Year of Passing: 2020 -Percentage: 70%**

- **BSc Computer Science**

Holy Cross College (Autonomous), Manonmaniam Sundaranar University, Nagercoil, Tamil Nadu.

**Year of Passing: 2018 -Percentage: 72%**

## PERSONAL DETAILS

Nationality : Indian

Languages Known : English,Tamil and Malayalam

Visa Status : Family Visa(Expires: Jan 2027)

## DECLARATION

I am confident of my ability to work in a team. I hereby declare that the information furnished above is true to the best of my knowledge.

Place: Dubai,UAE.

Sincerely,

Date:

**P. Sanso Sowmi**