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Education

Francis Xavier Engineering College - Anna University
Bachelor of Engineering in Mechanical Engineering
CGPA- 7.625:

June 2020 – April 2024

Professional Summary

A results-driven Digital Marketing and Web Development professional with proven experience in managing SEO, PPC, and performance-driven campaigns for diverse industries. Skilled in leveraging Google Ads, Meta Ads, Google Analytics, Google Tag Manager, SEMrush, and Ahrefs to improve visibility, reduce costs, and maximize ROI. Adept at WordPress development, CMS customization, website performance optimization, and security management, ensuring both user engagement and business growth. Experienced in working with international clients and remote teams, delivering measurable improvements in traffic, conversions, and brand presence. In addition, I have hands-on expertise in system administration, IT infrastructure management, and server optimization, enabling me to combine technical efficiency with digital marketing strategy. Currently based in Dubai, I bring a versatile skill set and a data-driven approach to support organizations in scaling their online presence and achieving sustainable growth in competitive markets.

Skills

1. Core Web Development Skills:

HTML5/CSS3, JavaScript ,Responsive Design ,Version Control (Git/GitHub) ,Web,Performance Optimization ,RESTful APIs, Database Management ,SEO Optimization,

2. WordPress-Specific Skills:

WordPress Theme Development, WordPress Plugin Development, WordPress CMS, Elementor/Divi/Other Builders, WooCommerce, Security and Maintenance, Customization via Hooks and Filters

3. Additional Skills: PHP, Web Hosting, SSL Certificates, CMS Migration, Troubleshooting and Debugging

4. Digital Marketing & SEO Skills :

Search Engine Optimization (On-Page & Off-Page SEO), Keyword Research & Competitor Analysis (using SEMrush, Ahrefs, Ubersuggest, Google Keyword Planner) ,Technical SEO (Site Audits, Core Web Vitals, Schema Markup, Indexing Optimization) ,Content Marketing (Blog Strategy, Copywriting, and Content Optimization for SEO) ,Link Building Strategies & Backlink Analysis ,Google Analytics & Google Tag Manager (Tracking, Custom Events, Goals, Conversion Tracking) Google Search Console (Crawl Errors, Index Coverage, Performance Monitoring), PPC Campaign Management (Google Ads, Meta Ads – Search, Display, Remarketing), Email Marketing (Campaign Strategy, A/B Testing, Automation), Social Media Marketing (Instagram, LinkedIn, Facebook – Organic & Paid Strategies), Marketing Automation Tools (HubSpot, Mailchimp, Zoho Campaigns), Conversion Rate Optimization (A/B Testing, Heatmaps, User Behavior Analysis) ,SEO Reporting & Data Visualization (Google Data Studio, Looker Studio, Excel Dashboards).

Experience

SOFTWARE & SYSTEM ADMIN | Dynamic Engineering

Aug 2024 – Aug 2025

- Collaborated on designing and developing user-friendly websites.
- Assisted with front-end and back-end development tasks using HTML, CSS, JavaScript, and PHP.
- Worked on WordPress theme customization and plugin integration.
- Optimized websites for performance, SEO, and responsive design.
- Monitored and maintained company IT infrastructure, ensuring system uptime and security.
- Installed, configured, and managed Windows/Linux servers, networks, and company software.
- Handled troubleshooting of hardware/software issues, reducing downtime by providing quick resolutions.
- Managed user accounts, access control, and permissions using Active Directory and related tools.
- Conducted regular system backups, security updates, and patch management to prevent data loss.

- Assisted employees with IT-related queries, providing first-line technical support
- Implemented automation scripts to improve efficiency of repetitive IT tasks.
- Monitored system performance and recommended upgrades to improve efficiency and reliability.
- Coordinated with the development team for integration of internal systems with web-based solutions.

Bright Horizon Services UK | Web Developer Intern(Remote)**Aug 2024 – June 2025**

- Collaborated on designing and developing user-friendly websites.
- Assisted with front-end and back-end development tasks using HTML, CSS, JavaScript, and PHP.
- Worked on WordPress theme customization and plugin integration.
- Optimized websites for performance, SEO, and responsive design.
- Implemented website maintenance, troubleshooting, and security updates.
- Coordinated with team members to ensure successful project delivery.

MPM HOBBIES | Freelance(Remote)**MAR 2023 - SEP 2023**

- Developed and executed a Shopify website and SEO strategies that resulted in a 40% increase in organic traffic over six months.
- Managed Google Ads campaigns with a focus on cost-per-click (CPC) optimization, which led to a 30% reduction in ad spend while maintaining lead quality.
- Redesigned the website using Shopify and custom coding, improving site speed by 25% and user engagement by 20%.
- Created and managed content for social media platforms, which grew the company's Instagram following by 50% and boosted overall social media engagement by 35%.
- Utilized Google Tag Manager to track user behavior and conversion rates, leading to a 15% increase in conversion rate through data-driven adjustments.
- Collaborated with the sales team to create targeted email campaigns, resulting in a 20% increase in lead generation.
- Enhanced the website's user experience (UX) by implementing feedback loops and A/B testing leading to a 10% decrease in bounce rate.

Personal Project | DataPlus Technologies**January 2024 - Present****CO - Founder & Web Developer**

- Designed and developed dataplustechnologies.in, focusing on user experience, SEO, and responsive design.
- Implemented SEO best practices that resulted in a 30% increase in organic traffic within the first three months.
- Integrated Google Analytics and Google Tag Manager to monitor user behavior and track conversions, leading to a 15% improvement in conversion rates.
- Optimized website speed and performance, improving load times by 40% and enhancing overall site engagement.

Freelance Digital Marketing Specialist (Remote)**March 2023 - August 2024**

- Worked in collaboration with an experienced SEO Manager to support digital marketing efforts for clients including maestheticsandbeauty.co.uk, kraftfittedwardrobe.com, and Piggotts.
- Executed SEO strategies, PPC campaigns, and web development tasks that significantly enhanced online visibility and lead generation for these clients.
- Contributed to the successful implementation of marketing initiatives that resulted in a **40%** increase in organic traffic and a **30%** reduction in ad spend across client projects.
- Provided remote support and expertise, ensuring that all digital marketing efforts aligned with the clients' goals and objectives.

Freelance Web Developer (Remote)**Harrow Security Vehicles, UAE**

- Designed and developed a website for a UAE-based security vehicle company.
- Implemented responsive design to ensure usability across all devices.
- Integrated SEO best practices to improve online visibility and search rankings.
- Collaborated with the client to meet their specific needs and objectives.

Additional Experience and Qualifications**Google Ads Essential Training****SEO Fundamentals Course with Greg Gifford****SEO Foundations****Meta Certificate****Academy Google Analytics Certification****-LinkedIn Learning****-Semrush****- LinkedIn Learning****- Meta Certified Digital Marketing Associate**