

# BINU LAL K T

## WEB DEVELOPER

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### PROFILE

Creative and technically proficient Web Developer & Social Media Manager with a strong foundation in full-stack development, digital strategy. Adept at developing interactive online applications, and managing high-impact social media campaigns. Strong background in IoT and embedded systems adds a unique edge to digital projects, enabling smart, connected, and automated web solutions. Passionate about leveraging technology and storytelling to grow brands online and enhance user experience.

### KEY COMPETENCIES

#### Web Development

HTML5, CSS3, JavaScript, Bootstrap, React.js, Node.js, MongoDB, Firebase, WordPress

#### Design Tools

Figma, Canva, Adobe XD

#### Social Media Management

Instagram, Facebook, LinkedIn, Content Strategy, Campaign Planning

#### Soft Skills

Creative Thinking, Adaptability, Team Collaboration, Time Management

### PROFESSIONAL EXPERIENCE

#### EMBEDDED ENGINEER

Green Media AV Solutions

JUNE 2023 - PRESENT

Key contributor to the development of innovative full-stack IoT products for events and games.

Major contributions are:

- Guided students through their internship experiences, imparting essential skills and knowledge for their development.
- Designed engaging games and interactive IoT activities, enhancing participant involvement.
- Effectively diagnosed and resolved technical issues, both hardware and software challenges.

#### WEB DEVELOPER

FREELANCER

NOV 2021 - JUNE 2023

Major contributions are:

- Designed and developed custom websites for clients across small businesses, personal portfolios.
- Created mobile-responsive websites using HTML, CSS, JavaScript, Bootstrap, and WordPress.
- Integrated payment gateways, booking systems, and contact forms tailored to client needs.
- Delivered SEO-optimized content and implemented basic analytics tools for tracking user engagement.
- Managed social media integration, allowing clients to promote their services.
- Built and deployed over 10+ websites, maintaining client satisfaction and providing post-launch support.

## PROJECTS

### CBSE ARTS FEST MANAGEMENT SYSTEM

- Developed for Sahodhaya arts fest coordination in CBSE schools.
- Automated student registration, results processing, and selection workflows exportable report generation.
- Delivered DNS-hosted solution.

### E COMMERCE WEBSITE FOR CAFÉ

- Built a secure, responsive MERN-stack platform for a local café.
- Enabled admin product management, PayPal integration for customer-friendly checkout.
- Deployed on Google Cloud Platform (GCP) for reliable uptime and scalability.

### OFFICE CONNECT

- An ongoing embedded project integrating attendance tracking with timing, canteen usage timing, and overtime monitoring.
- Automatically powers up AC units and appliances based on employee entrance and occupancy using sensors and interconnected network systems.
- Enables the owner to monitor resource utilization through smart energy management sensors.

### ONAM-THEMED INTERACTIVE GAMES

- Developed a series of four digital games inspired by traditional Onam festivities, including Vallamkali, Sack Race, Maramkayam, and a unique screaming game.
- These games offer an engaging, interactive experience, blending cultural celebration with modern technology. Designed to promote the joy and spirit of Onam in a fun, accessible format.

### PORTFOLIO WEBSITE – ADVA ASSOCIATES

- Designed and developed a modern portfolio website for an electric firm.
- Highlighted services, portfolio images, and contact details in a clean layout.
- Optimized for mobile and search engine visibility.

## EDUCATION

### APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY

**JUNE 2019 - JUNE 2023**

Bachelor of Technology in Electronics & Communication Engineering (ECE)

### HIGHER SECONDARY EDUCATION

**JULY 2017 - JULY 2019**

Computer Science

## OTHER ROLES

### NATIONAL SERVICE SCHEME

Volunteer position.

### BHARAT SCOUTS AND GUIDES

Volunteer position.

### ROBOTICS CLUB, UNIVERSITY COLLEGE OF ENGINEERING

Founder member