

# Boobalan M

## Software Developer

### My Contact

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### Professional Skills

- Html / Css
- JavaScript
- WordPress
- PHP Laravel
- SEO Optimization
- Manual Tester

### Additional Skill

- React Js
- Core Java
- Automation Testing(Selenium)  
Cucumber, Junit, TestNg
- API(Beginner)

### Education Background

**M. Kumarasamy College of Engineering,  
Karur.** – Anna University  
Completed in 2020

### Project Experience

#### 1. SunBest (sunbest.in)

**Description:** Developed a WordPress website for a solar energy solutions provider.

**Role:** Full-cycle development from planning to deployment.

#### 2. Nalam Hospital Asset Management

**Description:** Built a PHP-based asset management software to streamline resource tracking and management.

**Skills:** PHP

**Role:** Backend functionality for asset tracking.

#### 3. Aarco Reality

**Description:** Developed a dynamic real estate website with user interaction capabilities.

**Technology:** HTML, CSS, JavaScript, PHP (Laravel)

**Role:** Comprehensive frontend and backend development.

#### 4. SEO Projects

**Description:** Conducted search engine optimization (SEO) to enhance the online presence of multiple clients, including Twikibot, Meenakshi Marbles, Manodev Mahal, and Nalam Hospital.

**Skills:** SEO strategies, keyword optimization, Google Analytics.

#### 5. Manual Testing

**Description:** Performed rigorous manual testing across all developed websites to ensure functionality, usability, and responsiveness across various devices

### Professional Experience

**Software Developer at TwikiBOT Technologies, Theni.**

**Jul 2023 – Present**

#### Key responsibilities:

- **HTML / CSS:** Develop and maintain responsive web layouts while ensuring cross-browser compatibility and performance optimization.
- **JavaScript:** Write clean, efficient code for dynamic web applications, and debug and troubleshoot issues.
- **WordPress:** Customize themes and plugins, manage website performance, and implement effective SEO strategies.
- **PHP / Laravel:** Build and maintain server-side applications, develop RESTful APIs, and optimize database interactions.
- **SEO Optimization:** Conduct keyword research, analyze performance metrics, and monitor rankings to improve search visibility.
- **Manual Testing:** Create and execute test cases, document defects, and perform regression testing to ensure software quality.

### Certificate

Course completion on Automation Testing (Java Selenium)