
DINESHKUMAR P

B.Tech – INFORMATION TECHNOLOGY



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PROFESSIONAL SUMMARY

I'm passionate about developing and learning new languages. I want to be in the developing world where I can utilize my skills for the betterment of the organization as well as society. My strength is my love towards technology. Also, a person who believes in working hard so that we may achieve our goals efficiently. Looking forward to working in a different environment so that I could expand my knowledge.

Work History

Website Developer

- Job Title: **Website Developer**.
- Company Name: **Palette Production**.
- Dates of Employment: **Jun-2024 – Present**
- Responsibilities:
 - **Website Development:** Developed responsive, user-friendly website using HTML, CSS, and JavaScript.
 - **Implemented and Customized:** CMS platforms like Wordpress to meet diverse Client needs, while managing website updates including content, Plugins, and Security patches to ensure site integrity and performance.
 - **SEO Enhancement:** Integrated SEO best practices into website development to boost search engine visibility and rankings, using tools like Google Analytics and SEMrush to analyze performance and implement improvements.

SEO Specialist

- Job Title: **SEO Specialist**.
- Company Name: **DIFF'RENCE**.
- Dates of Employment: **Jan-2024 – Jun-2024**
- Responsibilities:
 - **Keyword Research:** Conducted comprehensive keyword research to identify high-value search terms and opportunities for organic SEO success.
 - **On-Page Optimization:** Implemented on-page SEO strategies such as meta-tagging, internal and external linking, and URL structure optimization to improve site visibility.
 - **Technical SEO:** Performed technical SEO audits and implemented fixes for site speed optimization, crawlability, and indexing.
 - **Content Creation:** Developed SEO-friendly content strategies, including blog posts, articles, and social media content, to drive traffic and improve search engine rankings.

- **Performance Monitoring:** Utilized tools like Google Analytics and SEMrush to monitor and analyze SEO performance, making necessary adjustments for continuous improvement.

PROJECTS

Front-End Developer Online Mobile Sales

- **Description:** Developed a responsive Frontend e-commerce platform for **over 1000** customers to browse and purchase mobile devices and mobile services. Implemented user-friendly features such as product catalog, shopping cart, and secure checkout process.
- **Technologies Used:** HTML5, CSS3
- **Achievements:** - Optimized site performance and load times, resulting in a **15% increase** in user engagement.
- **Timeline:** November 2021 - January 2022 || Link: [dkmobiles](#)

Front-End Developer Online Food Order

- **Description:** Developed a dynamic and interactive Frontend e-commerce platform for customers to browse and order food from **over 500** listed restaurants.
- **Technologies Used:** HTML5, CSS3, JavaScript, AJAX
- Resolved a critical issue with the payment gateway by implementing a customized payment system that improved transaction security and speed.
- **Achievements:** - Increased site performance, resulting in a **30% increase** in user engagement.
- **Timeline:** March 2022 - May 2022 || Link: [dkfoods](#)

OPTICAL CHARACTER RECOGNITION

- Developed a Spring Boot web application that detects text/ paragraphs from an image and converts it into machine-readable text format by making use of machine learning trained datasets.
- Implemented a RESTful API to facilitate seamless communication between the Front-end and back-end of the application.
- Optical Character Recognition (OCR) was devised as a way to allow computers to “read” graphical content as text, enhancing accessibility and usability.
- **Achievements:** - Successfully processed **over 1000 images** with an accuracy rate of **98%**. - Reduced processing time by **15%**.

EDUCATION

B.Tech Information Technology, Anna University – Velammal College Of Engineering And Technology, Madurai : 2019-2023 - CGPA: 8.04

2017-2019 / HSC , Vidhya Vikashni Mat Hr Sec School, Tirupur - Percentage: 70

2016-2017 / SSLC, Shri Valli Vidhyalaya Matriculation School, Tirupur - Percentage: 88

SKILLS

- Programming Languages : JAVA
- Scripting Languages : HTML, CSS, JAVASCRIPT

CERTIFICATIONS

- **Frontend Development Certificate (August,2023)** – GOOGLE Coursera Online Learning Platform. Acquired skills in HTML, CSS, and JavaScript, with a focus on creating modern, user-friendly interfaces. Developed a portfolio of web projects demonstrating expertise in Frontend Technologies.

- **Fixed critical bugs at FESTX National Technical Symposium (October,2022)** – SAIRAM ENGINEERING COLLEGE. Played a key role in identifying and resolving software issues during the national-level technical symposium, FESTX. Collaborated with a cross-functional team to ensure smooth functioning of software systems, contributing to the success of the event.
- **Project TechQuest (August,2022)** - Mount Zion College of Engineering and Technology. Led a team in the development and implementation of Project TechQuest, an innovative. Successfully delivered, showcasing effective project management and collaboration skills.
- **Web Design Project at Tech-Quest (April,2022)** – Mount Zion College of Engineering and Technology. Collaborated with a cross-functional team to gather requirements, ensuring alignment with organizational goals and user needs. Conducted usability testing and gathered feedback for continuous improvement, resulting in a well-received website.

DECLARATION

I hereby declare that the details furnished above are true to the best of my knowledge.
