

Poonam Kashide

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Professional Summary

Frontend Developer with 1+ years of experience building responsive, SEO-optimized websites and landing pages using HTML, CSS, JavaScript, and React. Skilled in transforming business needs into intuitive user experiences with attention to performance, design, and accessibility.

Professional Experience

Freelance Frontend Developer

Oct 2024 – Present

Remote

- Developed responsive websites for real estate and electrical businesses using HTML, CSS, and WordPress.
- Delivered a branded business website for SafePower Electricals, boosting local search visibility.
- Created landing pages with integrated lead capture forms for ad campaigns.
- Applied SEO best practices and optimized website performance for speed and usability.

Junior Frontend Developer

Jan 2023 – Sep 2024

Pride Lifestyle Homes, Pune

- Developed and maintained high-converting property landing pages, increasing lead generation by 25%.
- Implemented on-page SEO strategies using Google Search Console to improve website visibility.
- Set up ad tracking with Google Analytics and Meta Pixel for performance monitoring and audience insights.
- Designed digital creatives and optimized user interface layouts for enhanced engagement and usability.

Projects

E-commerce Web App

- Built a full-stack e-commerce site with user authentication, product pages, shopping cart, and order tracking.

Real Estate Landing Pages

- Created multiple high-converting landing pages for property listings and lead generation focused on SEO.

SafePower Electricals Website

- Designed and developed a business website showcasing services, map location, and contact form.

Education

B.E. in Electrical and Electronics Engineering

Nov 2020

MIT, Aurangabad

Certifications

Diploma in Full Stack Python | Firstbit Solutions

Dec 2022

React Training | Internshala

Aug 2022

Foundations of Digital Marketing | Hubspot Academy

Nov 2021

Skills

Frontend: HTML5, CSS3, JavaScript, React, Bootstrap, Tailwind CSS

Backend & Tools: Django, MySQL, Git, GitHub, VS Code, Figma, Canva, Photoshop

Marketing: Google Ads, Meta Ads, SEO Implementation, Google Analytics, Meta Pixel, Google Search Console

Additional Experience

Founder – Poonam Electricals

Jan 2025 – Present

- Obtained an Electrical Contractor License from the Government of Maharashtra.
- Manage licensing agreements by partnering with electrical contractors; earn a commission from completed projects.
- Delivered technical documentation including a Single Line Diagram (SLD) for the 33/11 KV Limbala substation.