

Poonam Kashide

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Experience

Frontend Developer

Remote | Oct 2024 – Present

Freelance

- Developed mobile-first websites for clients in real estate and electrical services using HTML, CSS, JavaScript.
- Delivered branded business site for SafePower Electricals, improving visual identity and search presence.
- Applied responsive design, ensured SEO structure, and optimized load speed across browsers.
- Designed UI layouts and marketing assets with Figma and Canva.

Junior Frontend Developer

Pune | Jan 2023 – Sep 2024

Pride Lifestyle Homes (Real Estate Firm)

- Developed and maintained responsive real estate landing pages with integrated lead capture forms, contributing to a 25% increase in lead generation.
- Maintained and updated website content; applied SEO best practices using Google Search Console.
- Supported ad tracking and reporting by integrating Google Analytics and Meta Pixel.
- Designed digital creatives and helped optimize UI layout for better engagement.

Projects

SafePower Electricals – Business Website & Branding

- Developed a responsive website to showcase services, location, and contact details for an electrical company.

Real Estate Landing Pages & Websites

- Built multiple landing pages and websites optimized for real estate lead generation and high conversion rates.

E-commerce Web Application – Course Project

- Created a fully functional e-commerce site with product listings, shopping cart, user authentication, and order tracking.

33/11 KV Substation – Single Line Diagram

- Designed an accurate single line diagram (SLD) for the MIDC Limbala Substation.

Education

B.E. in Electrical and Electronics Engineering

Aurangabad | 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 Technologies: HTML5, CSS3, JavaScript, React, Bootstrap, Tailwind CSS, Django, MySQL

Digital Marketing: Google Ads, Meta Ads, SEO Implementation, Google Search Console

Design & Tools: Git, GitHub, VS Code, Figma, Canva, Adobe Photoshop

Entrepreneurial Experience

Founder – Poonam Electricals

Hingoli | Oct 2024 – 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.