



GOWTHAMAN G

FRONTEND DESIGNER | REACT DEVELOPER

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[Linkedin](#) [Github](#)

CAREER SUMMARY

With **8 years** of extensive **IT experience**, I am actively seeking a challenging role to apply my expertise. Over the past **5 years**, I have specialized in frontend technologies, encompassing **HTML 5, CSS 3, SASS/SCSS, Bootstrap 5, and Material CSS**. In this period, I acquired **2 years** of hands-on experience with **JavaScript** and **React JS**. Additionally, I bring **3 years** of valuable proficiency in **Core PHP**, along with expertise in PHP CMS frameworks such as **WordPress and Magento 1**. Moreover, I am well-versed in digital marketing tools like **SEO, Eloqua** and **Adobe Campaign Classic**. My goal is to contribute my skills and knowledge individually, playing a pivotal role in driving success within a dynamic professional environment.

SKILLS

HTML5 CSS3 SASS/SCSS BOOTSTRAP 5 MATERIAL CSS TAILWIND CSS JAVASCRIPT JQUERY REACTJS GIT/GITHUB FIREBASE CORE PHP WORDPRESS MAGENTO 1 SEO ELOQUA ADOBE CAMPAIGN CLASSIC

WORK EXPERIENCE

Engineer – Technology

3/2021 – 2/2023

Verticurl

- Designed and implemented a **React JS** website for the **IT Support team**, providing a user-friendly admin panel to effortlessly monitor and manage employees' technical issues.
- Developed a **Real Estate** website from concept to completion using **React JS** and its powerful **React Hooks** features. Integrated **Firebase** database to

securely manage and retrieve **user credentials**, along sign in with **Google OAuth credentials**. Showcased a user-friendly interface presenting a detailed list of real estate housing information, including prices and locations.

- Designed and developed over **70+ emails and 25+ mobile-responsive landing pages** to attract and engage business leads.
- Utilized **Email on Acid and Litmus** to test and optimize emails.
- Worked on Oracle Eloqua's **segmentation** functionality helps to target audiences based on behavior, personal data, or company information.
- Worked on creating **single email campaign setup** for a group of contacts.
- Built three **RPA bots by using UiPath tool**, dedicated to tasks such as email creation, sending test emails, and generating email proofs by utilizing Excel inputs.
- Hands-on experience in utilizing **Agile and scrum methods** for project management and development processes.

UI Developer

6/2018 – 2/2020

Valueleaf

- Collaborated with an AngularJS developer to create **Valueleaf** website with mobile responsive layout pages for key sections, such as the crux, services, client stores, employee stores, leadership team, investee companies, career, and privacy policy. Used **HTML5, CSS3, and Media Query** to ensure a responsive and visually appealing design.
- Created and built the responsive **BuddyLoan** website featuring distinct layout pages for personal loans, business loans, travel loans, marriage loans, car loans, bike loans, medical loans, education loans, home loans, and gold loans. Used **HTML 5, CSS 3, Media Query, JavaScript, and Bootstrap 3**. Achieved optimization with a 98% loading speed on both mobile and desktop devices, attracting over 100,000 visitors to the site.
- Enhanced site loading performance and ranking through **SEO (Search Engine optimization) on page optimization**.
- Created **Whistle**, a marketing **SMS admin panel**, facilitating marketers in sending single, multiple, and scheduled SMS based on location, pincode, and mobile OS device. The design and development involved the use of **HTML5, CSS3, Media Query, Bootstrap 3, JavaScript, and JQuery** for the design and development.

- Integrated **Google Analytics, Tracking codes, and Facebook pixels** into **landing pages** to support marketing initiatives across Google, Facebook, and SMS channels.
- Managed a team of **three UI developers** and a UX team consisting of four members.
- Possess knowledge and hands-on experience in utilizing **Agile and scrum methods** for project management and development processes.

Magento Frontend Developer

4/2017 – 7/2018

JackSoftware

- Individually contributed to the development of the **Tutorially** website, an educational portal designed for students. My responsibilities included designing responsive layouts for various sections such as features, pricing, blog, contact us, as well as login and sign-up pages. Used **HTML 5, CSS 3, Media Query, Bootstrap 3 and JavaScript**.
- Crafted **personalized layouts** and features for the home page, product page, product detail page, cart page, and checkout page.
- Enhanced **on-page optimization, optimized site loading performance, and elevated site ranking** through SEO strategies.
- **Premiumstoves** website operates as an online e-commerce platform specializing in the sale of wood-burning stoves, traditional stoves, gas stoves, multifuel stoves, inset stoves, and more. Used **HTML 5, CSS 3, Media Query, Bootstrap 3 and JavaScript**. The portal was developed using the Magento 1 PHP CMS framework.
- Integrated payment solutions including **Sagepay, Pay by Phone, and Worldpay**.
- **Gemboxbirmingham** operates as an e-commerce platform, specializing in the online retail of earrings, bangles, rings, necklaces, watches, and more. Used **HTML 5, CSS 3, Media Query, Bootstrap 3 and JavaScript**. The portal was developed using the Magento 1 PHP CMS framework.

Magento Frontend Developer

11/2015 – 1/2017

SendMyGift

- Explore the thoughtfully designed **Send My Gift** gifting portal, offering the finest options for your gifting needs at extraordinary prices. Avail yourself of generous discounts, and choose the convenience of same-day or midnight delivery. Delve into a diverse selection of cakes, flowers, and gifts suitable for all occasions with minimal hassle. The portal was developed using the **Magento 1 PHP CMS** framework.
- Discover a thoughtfully designed gift page that caters to special occasions such as birthdays, anniversaries, festivals, farewells, and beyond. Used **HTML 5** and **CSS 3**.
- Revamp the meta titles, descriptions, and keywords for the latest categories and products.
- Improved the loading speed to ensure a more efficient and seamless user experience. Enhancements have been implemented to boost the website's performance, resulting in **faster loading times** for an optimized browsing experience.

Junior Web Developer

12/2014 – 9/2015

StrApp

- Worked on designing **Honelyholeshop** website operates as an e-commerce platform specializing in the online sale of hats, clothing, accessories, reels, and more. Used **HTML 5**, **CSS 3**, and **Media Query**. The portal was constructed using the **Magento 1 PHP CMS** framework.
- Worked on designing **Accura** website using **HTML 5**, and **CSS 3**.

EDUCATIONAL QUALIFICATION

Master of Computer Application (MCA) from Sri Krishna College of Technology, Coimbatore with **8.10** in 2013.

Bachelor of Science (Bsc) from Vivekananda College, Madurai with **72.33%** in 2010.

H.S.C from Parasakthi Hr Sec School, S.Kottaipatti with **65%** in 2007.

S.S.L.C from Parasakthi Hr Sec School, S. Kottaipatti with **79.89%** in 2005.

CERTIFICATES ISSUED BY UDEMY

SASS

BOOTSTRAP 5

PROJECT LINKS DETAILS

Websites

1. <https://www.verticurl.com/>
2. <https://www.valueleaf.com/>
3. <http://whistle.mobi/>
4. <https://www.buddyloan.com/>
5. <https://www.tutorially.co.uk/>
6. <https://honeyholeshop.com/>
7. <https://vivatta.in/>
8. <http://www.accura.in/>

LP pages

1. <https://onspot-offer.com/>
2. <http://creditcards-apply.com/>
3. http://creditcards-apply.com/f/indialends_new/
4. http://creditcards-apply.com/f/indialends_new2/
6. <https://dailyworkout.netlify.app/>
7. <https://mydailyhobbies.netlify.app/>

AREA OF INTEREST

- Web Design.
- Digital Marketing.
- Bots creation using UiPath automation tool.

KEY ACHIEVEMENT

- Delivery excellence (quarterly) award from Verticurl.

Declaration:

I hereby declare that the above-mentioned information is correct up to my knowledge and I bear the responsibility for the correctness of the above-mentioned particulars.

Place: Madurai

(**Gowthaman G**)