

# KHUSHI ANAND

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## PROFESSIONAL EXPERIENCE

- Web Developer (Freelance) — Paras Lubricants** January 2025 - Present
- Developed & customized the company website & e-commerce store using JavaScript, CSS, & plugins.
- Web Developer (Freelance) — Association for PRINT Technologies** September 2024 - Present
- Developed a WordPress-based conference website with custom microsites and landing pages.
- Digital Marketing Strategist (Freelance) — VIG Graphics** April 2024 - Present
- Built and customized company website on WordPress with JavaScript and CSS, enhancing speed & UX.
  - Ranked on Google's 1st page for top industry keywords. Managed Google & Meta Ads, improving conversions by 35% and reducing CPL by 20%.
- Web Developer (Freelance) — SMedia Group** April 2022 - Present
- Developed and managed 7 magazine websites (WordPress & custom CMS), handling full-cycle web development and maintenance. Boosted traffic by 40% in 6 months through advanced SEO strategies.
  - Enhanced site speed by 30%, reducing bounce rates and improving reader engagement.
- Front-End Web Developer (On-site) — Advika Translations** January 2025 - April 2025
- Built multiple landing pages and customized website functions with JavaScript, CSS, and plugins, improving usability and performance by 30% and boosting lead generation by 25%.
- Front-End Web Developer (On-site) — V4 Services** July 2024 - December 2024
- Built landing pages and website functions using JavaScript to improve usability and performance.
- Web Developer (Freelance) — News On Radar** January 2023 - October 2023
- Built and customized a news agency website with JavaScript functions.
- Founder & Editor — Travel Viewpoint [ Travel Magazine ]** May 2019 - Present

## PROJECTS

- MERN Stack Uber Clone —** [GitHub](#)
- MERN Video Calling Social Media App —** [GitHub](#)
- MERN Expense Tracker —** [GitHub](#)
- MERN Resume Portfolio —** [Website](#)

## EDUCATION

- Amity University —** 2025 - 2027  
Masters of Computer Application (MCA)
- University of Delhi, Dyal Singh College —** 2021 - 2024  
B.A. (English) Hons.
- Delhi Public School, Gurugram —** 2017 - 2021  
10th & 12th (CBSE Board)

## SKILLS

- Languages:** HTML, CSS, JavaScript (ES6+), Python (Basics)
- Front-End:** React.js, Redux, Tailwind CSS, Bootstrap, Responsive Design
- Back-End:** Node.js, Express.js, MVC Architecture, Django (Basics)
- Database:** MongoDB, DBMS (Basics), CRUD Operations
- API & Tools:** REST APIs, Axios, JSON, Postman, JWT Authentication, Git, GitHub
- Others:** Adobe Photoshop, Canva, Figma, Strong UI/UX Principles, Front-End SEO Optimization, Problem-Solving, Digital Marketing

## CERTIFICATIONS

- Meta Verified Full Stack Developer
- Meta Verified Front End Developer
- Google Verified Digital Marketing & E-Commerce