

## CURRICULUM VITAE

**Khushi Tanna**

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### Career Objective:

- To work in a professionally managed organization which will take full benefit of my technical skills and give me ample opportunities to exhibit my abilities and in turn whatever I do, I ensure that I do it in the best possible, effective and ethical manner.

### Academic Qualification:

Year of Passing	University	Qualification	Percentage (%)
2022-2024	GLS University	Master of Computer Application (MCA)	75%
2019-2022	Bhakta Kavi Narsinh Mehta University	Bachelor of Computer Application (BCA)	78%

### Skills:

HTML	Wordpress
CSS	Canva
JavaScript	Figma
React Js	MS Office
Angular Js	Digital Marketing
Wix Studio	SEO

### Area of Interest:

- Travelling
- Designing
- Painting

### Languages:

- Gujarati, English, Hindi

## Professional experience:

### BinTech Services

Ahmadabad

Frontend Software Engineer

Dec 2023 – Nov 2024

- Led the development of dynamic and scalable web applications using Angular React and Next.js, ensuring they met both business goals and client requirements.
- Architected and implemented user-friendly interfaces: Utilized React to build interactive and responsive front end components, enhancing user experience and engagement.
- Optimized performance and SEO: Leveraged Next.js for server-side rendering (SSR) and static site generation (SSG) to improve load times and search engine visibility.
- Managed state and data flow: Applied state management techniques and integrated APIs to ensure seamless data handling and real-time updates.
- Ensured cross-browser compatibility: Tested and refined applications to deliver a consistent experience across various browsers and devices.
- Projects : -
  - [www.ambajitemple.in](http://www.ambajitemple.in) website as well as the administrative panel.
  - [www.libebhagwan.com](http://www.libebhagwan.com) website as well as the administrative panel.

### The Digital Marketings

Ahmadabad

Digital Marketing Specialist

Dec 2025 – Present

- Planned and executed end-to-end digital marketing strategies aligned with client business goals.
- Architected and implemented user-friendly interfaces: Utilized React to build interactive and responsive front end components, enhancing user experience and engagement.
- Designed, managed, and optimized responsive websites to improve user experience and lead generation.
- Handled **SEO optimization** including on-page SEO, technical SEO, and content optimization to improve search rankings.
- Managed and optimized **Google Ads, Meta Ads (Facebook & Instagram)** to drive qualified traffic and conversions.
- Created and managed **Google My Business (GMB)** profiles to improve local visibility and customer engagement.
- Analyzed campaign performance using analytics tools and implemented data-driven improvements.
- Coordinated website content, landing pages, and ad creatives for consistent brand messaging.
- Projects : -
  - [mysofacleaning.com](http://mysofacleaning.com) website as well as the Social Media, SEO, Google Ads, Meta Ads, Google My Business.

*Reference:*

Name: Mitesh Kotecha

Designation: Senior Manager, S&P Global

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