

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:

- | | |
|---|---|
| <p>BinTech Services</p> <p>Frontend Software Engineer</p> <ul style="list-style-type: none">• 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 :-<ul style="list-style-type: none">○ www.ambajitemple.in website as well as the administrative panel.○ www.libebhagwan.com website as well as the administrative panel. | <p>Ahmadabad</p> <p>Dec 2023 – Nov 2024</p> |
| <p>The Digital Marketings</p> <p>Digital Marketing Specialist</p> <ul style="list-style-type: none">• 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 :-<ul style="list-style-type: none">○ mysofacleaning.com website as well as the Social Media, SEO, Google Ads,Meta Ads, Google My Business. | |

Reference:

Name: Mitesh Kotecha

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