



KUMAR N

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 Frontend Developer | ReactJS | JavaScript | SEO

## Professional Summary

Detail-oriented Frontend Developer with hands-on experience in building responsive and user-friendly web applications using ReactJS, JavaScript (ES6+), HTML5, and CSS3. Former SEO Analyst with a proven ability to drive traffic through data-driven strategies and technical SEO optimization. Adept in integrating APIs, managing component state, and utilizing tools like Axios, React Router, and Context API. Strong foundation in controlled inputs, routing, and modern frontend architecture.

## Technical Skills

Frontend Development:

- ReactJS, JSX, Hooks, Props, CRUD operations, React Router, Context API
- JavaScript (ES6+), HTML5, CSS3
- Controlled components & form handling
- API integration using Axios

SEO & Web Optimization:

- Keyword Research, Competitor Analysis, Link Building, Meta Tags Optimization
- Schema Markup, Canonicalization, Image Optimization, Robots.txt, Sitemap Creation
- Google Analytics, Google Search Console, Site Audits, SEO Reporting

Tools & Platforms:

- Git, VSCode, Postman, Ahrefs, Sitebulb

## Professional Experience

Frontend Developer – Freelance/Projects

Remote | 2024 – Present

- Developed responsive SPA using ReactJS with modular components.
- Implemented CRUD functionality using Axios for API communication.
- Utilized React Router for navigation and Context API for global state management.
- Built controlled forms and handled input validation.

### SEO Analyst

Double Bricks Digital | Remote (Melbourne, Australia) | May 2023 – Nov 2024

- Conducted technical audits using Ahrefs and Sitebulb, resolving SEO issues to enhance performance.
- Managed keyword strategies, meta tag optimization, and schema implementation to boost SERP visibility.
- Monitored indexing issues and performance via Google Search Console.
- Collaborated with Google Ads team on campaign insights and performance analytics.

### Application Engineer

GeNext PLM Pvt Ltd. | Bangalore, IN | Sep 2022 – Feb 2023

- Worked with Teamcenter modules and tools like BMIDE and PLM/XML Import Export.
- Contributed to custom module creation, enhancing enterprise application usability.

## Education

Bachelor of Engineering Technology – Automotive Engineering

Hindusthan College of Engineering and Technology | Coimbatore, IN | Apr 2022

- CGPA: 6.22

High School (SSLC) – 72%

Mahatma Matriculation Hr. Sec. School | Madurai, IN | Mar 2018

## Languages

English: Excellent | Tamil: Excellent | French: Excellent