

# KUMAR N

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Frontend Developer | ReactJS | JavaScript | SEO

## Professional Summary

Frontend Developer specializing in ReactJS, JavaScript (ES6+), HTML5, and CSS3 for building responsive web applications. Experienced in API integration, state management (React Router, Context API), and modern frontend architecture. Strong in component development, routing, and building interactive UIs with controlled components. Additional background in technical SEO optimization.

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## 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, Ahrefs, Sitebulb

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## Project

### E-Commerce Website | | <https://ie-store.netlify.app/>

Developed using React.js and Axios. Features include dynamic routing, product listing, and global state management using Context API.

### Portfolio Website | | <https://kumar-s-digital-nest.netlify.app/>

Built a personal portfolio with clean UI, showcasing skills and projects. Utilized reusable components and routing.

### Zeepto Chat Assistant | | <https://zeepto-assistant.vercel.app/>

Created a AI-inspired assistant built using ReactJS. It delivers a conversational UI experience to assist users on the frontend, showcasing real-time interaction, responsive layouts, and clean design.

### To-Do Application | | <https://to-do-task-kappa-six.vercel.app/>

Created a responsive to-do app with add, delete, and complete task functionality using React Hooks and local state.

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## Professional Experience

### Frontend Developer – Freelance/Projects

*Remote | 2024 – Present*

Experienced in building responsive ReactJS SPAs with modular components, implementing CRUD operations via Axios, and managing state/navigation using Context API/React Router. Skilled in developing controlled forms with robust input validation.

### SEO Analyst

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

Skilled in technical audits (Ahrefs/Sitebulb), keyword strategies, and SERP optimization via meta tags/schema markup. Experienced in Google Search Console monitoring and Google Ads collaboration

## **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.
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## **Education**

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

*Bachelor of Engineering Technology – Automobile Engineering - CGPA: 6.22*

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