

# Kusum BS

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## PROFILE

Junior Front-End Developer with expertise in HTML, CSS, JavaScript, React.js, and 4+ years of experience in global website content management using AEM, WordPress, and Sitecore. Passionate about delivering responsive, user-centric web applications while staying updated with the latest web technologies.

## SKILLS

- **Content Management Systems:** AEM (Adobe Experience Manager) 6.5, WordPress, Sitecore CMS
- **Tech-stack:** HTML5, CSS3, JavaScript (ES6+), JSON, DOM, React.js, Framer motion, AJAX, REST, Postman
- **Tools:** JIRA, Adobe Workfront, Confluence, NPM, MS Office, Figma, Canva, GitHub, VS Code, Vercel

## EXPERIENCE

### Web Content Manager & Front-End Developer

Merkle Inc. Bangalore, India

April 2023 - March 2024

- Built and maintained responsive websites using HTML, CSS, and JavaScript, ensuring optimal performance and user experience.
- Collaborated with designers and back-end developers to implement UI/UX improvements, increasing site engagement by 15%. Used Git for version control to manage code across multiple projects and team collaboration.
- Developed and integrated dynamic features with React.js for client-side functionality, improving user interactivity by 25%.
- Optimized websites for SEO and performance, reducing page load times by 20% and improving search engine rankings.
- Followed Agile development practices, attending daily standups and sprints, and meeting project deadlines.

### Website Content Specialist

Tech Mahindra Pvt. Ltd. Bangalore, India

October 2021 - March 2023

- Worked with front-end technologies, including HTML, CSS, and JavaScript, to make layout adjustments and UI enhancements based on user feedback.
- Proficient in creating thorough monthly reports for sites and assets, contributing to data-informed decision-making.
- Utilized the Akamai tool to configure URL redirects and manage vanity URLs, enhancing site navigation and user experience. Implemented solutions to streamline traffic flow and improve link management.
- Handled tickets and conducted quality assurance with a 97% accuracy rate, ensuring reliable resolution of all issues.

### Junior Engineer

Mindtree Pvt. Ltd. Bangalore, India

June 2019 - September 2021

- Demonstrated expertise in coordinating international operations and collaborating effectively with clients across Global. Partnered with marketing and design teams to create engaging website content and enhance user experience.
- Assisted in migrating website content from legacy systems to modern CMS platforms, streamlining content management processes by 30%.
- Tested and debugged cross-browser compatibility issues, ensuring smooth performance on major browsers and devices.
- Implemented web performance best practices, improving site speed and reducing bounce rates.

## EDUCATION

Bachelor of Engineering in Computer Science, Visvesvaraya Technological University (VTU), Belagavi, India. June 2015 - June 2019

## PROJECTS

**Portfolio Website:** Developed a personal portfolio using React.js, showcasing various front-end projects with responsive design and interactive features. <https://kusum-bs.github.io/kusum-portfolio/>

**GitHub profile:** <https://github.com/kusum-bs>

## CERTIFICATIONS

Meta Frontend Development – Coursera (April 2024)

Programming with JavaScript – Coursera (April 2024)

HTML Essential Learning - LinkedIn (May 2023)