

MEENAKSHI SUNDARAM A

Android App Developer, B.E. CSE

Chinthamaniyur, Salem, TN 636455.

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SKILLS

Programming Languages

- Java / Kotlin
- C / C++
- HTML / CSS
- React / MUI
- SQL / PostgreSQL

Frameworks & Libraries

- XML / Jetpack Compose
- Room DB
- MVVM
- Design System (M1, M2, M3, MUI)

Version Control & API

- GitHub
- Postman

Development Tools & IDEs

- Android Studio
- Firebase (Realtime DB / Auth)
- Figma
- IntelliJ IDEA / VS Code
- Photoshop / Canva
- Google Cloud Platform (GCP)

Deployment

- Play Store Deployment

Technical Concepts

- OOPS / DSA
- SDLC
- Design Systems

Marketing Skills

- SEO & SEO Tools
- Keyword Research
- Research & Analysis
- Local SEO / GMB
- Link Building
- SEM / Google Ads
- Social Media SEO

CMS

- Shopify
- WordPress

SUMMARY

I began my career as a mobile app developer and transitioned into digital marketing (due to COVID), with 3+ years of total experience in the IT industry. Specializing in Mobile App Development, SEO strategy, Team Leadership, and UI/UX collaboration with the Web Development team.

Now, nearing the completion of my B.E. in Computer Science and Engineering (CSE) degree in 2025, I'd love to return to mobile app development and seek a fresh role to continue my passion.

Total work Experience - 3+ years [May 2019 - OCT 2022]

- **Mobile App Development** with 10 months of experience [MAY 2019 - FEB 2020]
- **Digital Marketing** with 2+ years of experience [FEB 2020 - OCT 2022]

EXPERIENCE

SOFTWARE ENGINEER (Mobile App Developer (Android & iOS) / Digital Marketing)

Data DesQ — Salem,

MAY 2019 - OCT 2022

Below is the list of experience on Data DesQ,

Mobile App Development [May 2019 to FEB 2020]:

- Developed a **WebView-based Android app** for a U.S e-commerce client, enhancing mobile UX and accessibility. Published in the US Play Store.
- **Worked on the design of a full-featured e-commerce app for iOS & Android.**
- Deployed on the Play Store in July 2019 and security update till Jan 2020 (project halted due to COVID).

Tech Stack: XML, Kotlin, Material Design 2, US Play Store Deployment.

Digital Marketing [FEB 2020 to OCT 2022]:

- **Off-Page & On-Page SEO (FEB 2020 – Jan 2021):** Created DoFollow backlinks, optimized product and collection pages, and improved organic traffic.
- **E-Commerce SEO & Sales (Dec 2020 – Mar 2022):** Managed Etsy, eBay, and online store listings for Amazon, Walmart & Wayfair to increase visibility and sales.
- **Social Media SEO (Dec 2020 – Oct 2022):** Handled SEO for Facebook, Pinterest, and others to boost brand presence.
- **Web Design (Sep 2021):** Designed a responsive custom web page with a user-friendly interface for an internship.
- **On-Page SEO & Ads (Apr 2022 – Oct 2022):** Led SEO & Google Ads for an e-commerce site, redesigned an e-commerce website using Shopify Polaris.

EDUCATION

B.E. Computer Science Engineering

Jayalakshmi Institute of Technology (JIT) — Dharmapuri

JUL 2022 - PRESENT

[Correspondence]

Diploma in Computer Engineering (DCE)

Thiagarajar Polytechnic College (TPTC) — Salem

JUN 2017 - APR 2019

HSC - Computer Science

Kalaimagal Matric. Hr. Sec. School (KMHSS) — Omalur

JUN 2015 - APR 2017

SSLC

Government High School (GHS) — Chinthamaniyur

JUN 2011 - APR 2015

Soft Skills

- Problem-Solving
- Adaptability / Flexibility
- Team Management
- Time/Project Management
- Training Skills
- Collaboration & Team Work
- Communication

AREA OF INTEREST

- Mobile App Development
- UI/UX Design
- Web Design


LANGUAGES KNOWN


- English
- Kannada
- Tamil

PERSONAL QUALITIES

- Quick Observe
- Self-Learner
- Patient under Pressure
- Willing to learn in a creative environment
- Committed to Teamwork

SOCIAL PROFILES

[linkedin.com/in/ms1670/](https://www.linkedin.com/in/ms1670/)

github.com/ms1670

PROJECTS

MastroPal – Your Friend, Your Teacher — *Final year Project / JIT - MAY 2025* [In progress]

A student-led learning app where college students teach peers via videos and blogs.

- Conceptualized and built a college-driven tutor platform with moderator-approved student tutors.
- Built tutor onboarding, content upload, student reviews, and role-based access.
- Used Firebase Auth & Firestore for secure, real-time features.
- Designed UI with Jetpack Compose & custom Material You theme.
- Added blog module for non-video content and planned tutor rating-based earnings.

Tech Stack: Jetpack Compose, Firebase (Auth, Realtime DB), Material Design 3

 [View Project on GitHub](#)

ADMIN 360 - The Progress Hub — *TN - Naan Mudhalvan(Niral Thiruvizha) & Final year Project / JIT - MAY 2025*

- Developed a **React-based web application** on MUI for a district administration dashboard focused on real-time work tracking and task management. Selected among the top 1000 teams out of 15,000 in a state-level competition. Designed a **responsive UI** and integrated task tracking features for multiple departments.

Tech Stack: React js, TypeScript, MUI, PostgreSQL.

 [View Project on GitHub](#)

Cloud Salvation of Stockpiling Portfolio (Encryption) — *Main Project / TPTC - APR 2019*

- Developed a system to enhance the **security of confidential documents** stored in cloud storage. Implemented **Triple Encryption Standard (TES)** to ensure **robust data protection**. Collaborated with a team to design and integrate **encryption algorithms** into the cloud storage system.

Traffic Rules and Regulations (Android Application) — *Mini Project / TPTC - DEC 2018*

- Developed an Android application that educates users on **Indian traffic rules and regulations**. Designed a user-friendly interface for quick and easy information retrieval. Enhanced user experience with categorized traffic signs and rule explanations.

Tech Stack: Jetpack Compose, Material Design 3 [Old version - XML, Java, Material Design 1]

 [View Project on GitHub](#)

ACHIEVEMENTS

Certified Course

Version Control [from Meta] — *Cousara* May 2025

Create the User Interface in Android Studio [from Meta] — *Cousara* Feb 2025

Introduction to Android Mobile Application Development [from Meta]— *Cousara* Sept 2024

Google Analytics for Beginners [GA4]— *Google Analytics Academy* Oct 2022

Diploma in Computer Application — *Tamil Nadu Computer Education Scheme* APR 2014 - OCT 2014

Inplant Training

Android Development — *Oneyes Technologies* DEC 2018, Chennai

Web Technology — *ProPlus Logics* MAY 2018, Coimbatore

Workshops

Security and Privacy in Social Networking — *Salem Local Center* JUL 2018, Salem

Cyber Security — *IIT Hyderabad* FEB 2018, Salem

Java Technology — *ProPlus Logics* AUG 2017, Salem