PAVITHRA.C

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PROFESSIONAL SUMMARY

Results-driven **Web Developer** with 7+ years of experience in designing, developing, and maintaining responsive, high-performing websites. Skilled in **HTML5, CSS3, JavaScript, TypeScript, Bootstrap, jQuery, Ajax, and PHP**. Proficient in **WordPress, Shopify, Wix, and RISE CMS**. Strong focus on **SEO optimization, clean coding, and cross-browser compatibility**. Proven ability to deliver **user-friendly, performance-driven solutions** and collaborate effectively with teams to meet business goals and deadlines.

TECHNICAL SKILLS

- **Front-End Development:** HTML5, CSS3, JavaScript, TypeScript, jQuery, AJAX.
- **CMS & Frameworks:** Bootstrap, WordPress, Wix, Shopify, RISE CRM, WooCommerce
- **Back-End Development:** PHP, MySQL, REST API Integration, Apache Server.
- **Design & Tools:** Figma, Adobe Photoshop, Dreamweaver, FileZilla, GitHub, Visual Studio Code.
- **Performance & Optimization:** SEO Fundamentals, Website Speed Optimization, Mobile Optimization, Responsive Web Design, Cross-Browser Compatibility.
- **Deployment & Maintenance:** FTP, SSH, CI/CD Pipelines, Hosting & Domain Management, Website Maintenance, Unit Testing.

EMPLOYMENT HISTORY

Brandstory Solutions private limited, Bengaluru - India   **June 2024 – Current**

Web Developer

Roles & Responsibilities:

- Develop responsive websites ensuring cross-browser compatibility and mobile friendly.
- Maintain and update existing websites to improve usability and performance.

- Optimize website speed and performance through techniques like lazy loading, caching, and code minification.
- Devising SEO strategies based around specific keywords, GTM, GA4, attribution, and conversion tracking.
- Work with APIs to fetch and display dynamic data on web pages.
- Deploy websites and applications to hosting environments using FTP, SSH, or CI/CD pipelines.

Key Projects: ashraydevelopers.com, premacg.com, hosachiguru.com, kewaunee.in, unicareservices.in, dracademy.co.in, mpowerlithium.com, armstrongltd.com etc..,

EMA (Employers & Manufacturers Association) , Auckland – Nz   Dec 2022 – Mar 2024

Web Developer (Contract)

Roles & Responsibilities:

- Develop appropriate code structures to solve specific tasks and then to fix a bug and resolve problems. Be responsible for maintaining, expanding, and scaling the micro websites.
- Implemented the Mailchimp landing pages, campaigns, case studies, interviews, blogs, and scripts for digital marketing.
- Managing digital content strategy and governance, including web publishing using CMS tools.
- Implemented the website by using RISE CRM and Wordpress Framework.

Key Projects: ema.co.nz, resources.ema.co.nz etc..,

Brandstory Solutions private limited, Bengaluru - India   Sep 2021 – Nov 2022

Front End Developer

Roles & Responsibilities:

- Create website layout/user interface by using standard HTML/CSS practices.
- Develop appropriate code structures to solve specific tasks.
- Fix bugs, troubleshoot and resolve problems.
- Integrate data from various back-end services and databases.
- Participating in discussions with clients to clarify what they want.
- Ensured all websites were mobile friendly.

➢ Be responsible for maintaining, expanding, and scaling our site.

Key Projects: uno-capital.com, pkcindia.com, nanoprecise.io, presidencypucollege.com, empireyachts.com etc..,

Kappsoft private limited, Coimbatore - India **March 2017 - April 2018**
Web Developer

Roles & Responsibilities:

➢ Responsible for working on a range of projects, designing appealing websites and interacting on a daily basis with graphic designers, back-end developers and marketers.

➢ Developing and maintaining the front-end functionality of websites.

➢ Participating in discussions with clients to clarify what they want.

➢ Simultaneously managing several databases and reporting tools.

➢ Provide guidance to other team members on web development issues.

➢ Daily status update to client and management.

Key Projects: kappsoft.com, al-shuaib.com/ar/, captaininfotech.com, prideholding.com, emarald.in, alfafinancials.com etc..,

Stallioni Net Solutions, Coimbatore - India **March 2015 - Feb 2017**
Front End Developer

Roles & Responsibilities:

➢ Worked as part of a multi-disciplinary team, carrying out ad-hoe tasks as requested by the IT manager. Had a specific brief to ensure the websites build for customers precisely matched their requirements.

➢ Wrote internal and external design specifications.

➢ Helped end users to solve operating problems.

➢ Worked on multiple projects simultaneously to a high standard.

➢ Involved in a project to develop a large online shopping website.

➢ Integrated websites with Facebook, Twitter and You Tube.

➢ Addressed cross-browser compatibility issues.

Key Projects: stallioni.com, wentworthfinancialpartners.com, creativeiyke.com, companylogin.co.in/india/, bennymartin.com.au, advancednatural.com.au etc..,

Gini Technology Solutions, Chennai - India   **May 2014 - Feb 2015**

Junior Web Developer

Roles & Responsibilities:

➢ Developing and maintaining the front-end functionality of websites.

➢ Performed maintenance and updates to existing client websites.

➢ Involved in creating a comparison site from scratch.

➢ Documented software and technical specifications.

Key Projects: alignteamhr.com, geplindia.co.in etc..,

EDUCATIONAL QUALIFICATION

Bachelor of Information Technology (B. Tech – IT)

Maharaja Engineering College (Anna University, Chennai) in 2014.

ACHIEVEMENTS

➢ Completed ADJP certified course which includes c, c++, html, sun java 2.0, rmi, servlets.

➢ Attended implant training in Dell India private limited.

➢ Attended implant training in Gini technology solution.

➢ Attended implant training in chips software.

PERSONAL ATTRIBUTES

➢ Love to take responsibilities.

➢ Learning new technologies and keeping abreast of market developments.

➢ Quick spin up on changing environment.

➢ Working to short lead times.

REFEREES

Referees will be available upon request