

PREMKUMAR S

FRONT-END DEVELOPER

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SUMMARY

Front-End Developer skilled in HTML, CSS, JavaScript, and React. Transitioned from a non-IT background to IT, driven by a passion for technology. Leveraging 2 years of SEO experience, I create user-friendly, search-optimized, and modern web solutions.

PROFESSIONAL EXPERIENCE

Ploxim web solutions | **SEO Analyst** July 2022 - May 2024

- Spearheaded on-page SEO strategies for multiple projects, implementing content optimization, schema markup, and strategic content scheduling to boost organic visibility.
- Conducted comprehensive keyword research and technical audits using Ahrefs, ScreamingFrog, and Search Console, while managing end-to-end WordPress site maintenance and plugin optimization.
- Leveraged AI tools (ChatGPT, Koala) for content creation and optimization, delivering regular performance reports tracking keyword rankings and site metrics.

Technical Skills: WordPress, Ahrefs, ScreamingFrog, SerpRobot, Google Analytics, Search Console, ChatGPT, Koala, Cuppa,

SKILLS

Web Design	Languages	Frameworks/Libraries	Others
<ul style="list-style-type: none">• Figma• Photoshop• Canva	<ul style="list-style-type: none">• HTML• CSS• Javascript	<ul style="list-style-type: none">• React (Basic)• Bootstrap	<ul style="list-style-type: none">• WordPress• Visual Studio Code• GitHub

Other: Basic knowledge of APIs

EDUCATION

Web D school <ul style="list-style-type: none">• Certificate in Front-End Development	July 2024- Nov 2024
Vels University <ul style="list-style-type: none">• B.Tech (IT)	July 2016 - Sep 2020

PROJECTS

- [Cook](#)
- [Stockmarket Dashboard](#)
- [Vook](#)
- [Avixpress](#)