PREMKUMAR S

FRONT-END DEVELOPER

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Portfolio
Linkedin
Github

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
- Figma
- Photoshop
- Canva

Languages
- HTML
- CSS
- Javascript

Frameworks/Libraries
- React (Basic)
- Bootstrap

Others
- WordPress
- Visual Studio Code
- GitHub

Other: Basic knowledge of APIs

EDUCATION

Web D school   **July 2024- Nov 2024**
- Certificate in Front-End Development

Vels University   **July 2016 - Sep 2020**
- B.Tech (IT)

PROJECTS

- Cook
- Stockmarket Dashboard
- Vook
- Avixpress