

# Pronay Mazumder

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Portfolio Link: pronaymazumder.github.io/portfolio

Github Profile: /pronaymazumder

## Professional Summary

Web Developer and Digital Marketing Specialist with a strong background in full-stack development, ICT solutions, and data security. Experienced in leading web projects from planning to deployment, managing digital marketing campaigns to maximize ROI, and applying technical expertise in both academic and professional settings. Adept at leveraging tools like WordPress, Bootstrap, Google Ads, and SEO to drive growth and deliver user-centric solutions.

## Work Experiences

### Graduate Teaching Assistant

Laurentian University, Ontario, Canada

September 2024 – December 2024

Job Responsibilities:

- Assisted in teaching graduate computer science courses, focusing on cybersecurity and programming fundamentals.
- Guided students in coding, debugging, and implementing web-based projects.
- Provided one-on-one academic support and contributed to grading assignments and lab sessions.

### Software Tester (Voluntary Intern)

Grey-Box, Montreal, Québec, Canada

February 2024 - July 2024

Job Responsibilities:

- Conducted comprehensive unit and system testing for **Project Symmetry**, ensuring the software met stringent quality standards.
- Identified and resolved critical issues, enhancing the reliability and performance of the software.
- Collaborated closely with the development team to align testing strategies with project objectives, significantly contributing to the project's success.

### Development and Marketing Manager

Byte Trek Limited, Bangladesh

August 2018 - July 2023

Job Responsibilities:

- Led **10+ full-cycle web development projects**, delivering responsive websites using WordPress and Bootstrap.
- Directed PPC campaigns across **Google Ads, Meta Ads, and Bing Ads**, achieving up to **20% ROI improvement**.
- Executed SEO strategies and analytics tracking, boosting organic search traffic by **30%**.

- Built and optimized internal IT systems, improving operational efficiency and data security.
- Collaborated with clients to gather requirements and deliver tailored digital solutions.

## **Technical Skills**

- **Web & Marketing Tools:** WordPress, Bootstrap, Google Ads, Meta Ads, SEO (Search Engine Optimization), Google Analytics, Google Tag Manager
- **Programming Languages:** HTML, CSS, JavaScript, Python, Java, C, C++
- **Testing Tools:** Postman (API Testing)
- **Databases:** Oracle SQL
- **Embedded Systems & Hardware:** Arduino, Raspberry Pi, ATmega32
- **Other Tools:** OpenGL

## **Education**

### **Master of Science (M.Sc.), Computational Sciences**

Laurentian University, 2023 - 2024

### **Bachelor of Science (B.Sc.), Computer Engineering**

American International University-Bangladesh, 2015 - 2018

## **Courses**

- The Bootstrap 4 Bootcamp, Udemy
- Ethical Hacking From Scratch, Udemy
- Artificial Intelligence for Cybersecurity, uCertify
- Ethical Hacking Essentials, EC-Council
- Digital Forensics Essentials, EC-Council
- Mastering Cybersecurity, EC-Council
- AI-Driven Network Security, EC-Council
- The Complete Digital Marketing, Udemy
- Digital Marketing Nanodegree Program, Udacity
- Google Cybersecurity Professional Certificate, Grow with Google
- CCNA, Linux Pathshala

## **Publication**

"Designing and Implementation of Microcontroller Based Non-Invasive Health Monitoring System." - A study on leveraging microcontroller technology for health applications.