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ROSHAN T P

PROFESSIONAL TITLE: Web Developer | Marketing Executive | IT Support Specialist

PROFESSIONAL SUMMARY

A detail-oriented and tech-savvy professional with a B.Tech in Computer Science Engineering and over 3 years of experience across **Web Development, Marketing, and IT Support**.

Proven expertise in **website development, SEO optimization, CRM management, and digital campaign coordination**. Skilled at bridging technology and marketing — developing web interfaces, supporting business systems, and implementing user-focused marketing strategies. Known for adaptability, strong analytical skills, and cross-functional collaboration to achieve business growth and digital transformation.

PROFESSIONAL EXPERIENCE

Egniol Services Pvt Ltd

Web Developer & Marketing Associate | Ahmedabad | Oct 2024 – September 2025

- Contributed to the **internal marketing team**, collaborating on digital campaigns, landing page designs, and SEO initiatives to enhance lead generation by **30%**.
- Developed **12+ live websites** for company and client projects in education, agriculture, and IT sectors using **Next.js, Tailwind CSS, and JavaScript**.
- Optimized site SEO**, improving rankings and click-through rates via content optimization, keyword integration, and Google Analytics insights.
- Migrated legacy company websites to modern stacks (Next.js, React), improving **Core Web Vitals** and **organic traffic**.
- Implemented analytics tools** (Google Analytics, Microsoft Clarity) to track engagement, user flow, and conversion patterns for marketing performance reports.
- Coordinated with sales and marketing departments to align site messaging, CTAs, and design with business goals.
- Managed **Vercel deployments**, ensured **cross-device compatibility**, and monitored site uptime and performance.

- **Key Achievements:**
- Increased **Performance Score** from 72 → 88 and **Accessibility Score** from 82 → 95.
- Created pixel-perfect responsive UI, reducing post-launch fixes by **50%**.
- Optimized landing pages, reducing user drop-off by **35%**.

Speridian Technologies

Support Associate | Infopark, Kochi | Sept 2022 – Sept 2024

- Delivered **IT technical support** for US Healthcare clients via CRM platforms (**Customer Engage, Primo**).
- Handled **system troubleshooting, ticket resolution, and client data management** ensuring 99% SLA compliance.
- Supported **internal IT operations**, including software installation, system configuration, and incident documentation.
- Assisted marketing and operations teams by providing **CRM data insights** for outreach and process optimization.
- Enhanced **customer satisfaction** through proactive follow-up and issue resolution.

EDUCATION

B.Tech in Computer Science Engineering

St. Thomas College of Engineering & Technology, Mattannur | 2018 – 2022 | CGPA: 6.3

PROJECTS

- Egniol Official Website – <https://www.egniol.co.in/>
- LIGMR University Website for France for students – <https://www.lyoninstitute.edu.eu/>
- Link2Campus- <https://www.link2campus.com/>
- Crisis Assist (Blockchain for E-Health Records) – Designed a decentralized medical record system to ensure data privacy and accessibility during emergencies.

CERTIFICATIONS

- Certified **Business Analyst Professional (CBAP)**, Issued by: Udemy | Nov 2024
- **Tech Octanet Services Pvt Ltd** - Web Developer Internship | Odisha | May 2024 – Jun 2024. Worked on front-end and basic back-end features of company projects.
- **Luminar Technolab** -Full Stack Developer Intern | Kochi | Jan 2023 – Jul 2023
- Trained in MERN stack development built scalable, database-driven web applications integrating **MongoDB, React, Angular, Express.js, Node.js**.

- Built end-to-end web solutions, integrating front-end and back-end systems like MongoDB, REACT, Angular, Express js, Javascript, Node js, Bootstrap.

SKILLS

- **Technical:** HTML5, CSS3, JavaScript, React, Next.js, Tailwind CSS, SQL, RESTful APIs, CRM Tools (Customer Engage, Primo)
- **Marketing & Analytics:** SEO Optimization, Google Analytics, Microsoft Clarity, On-page & Off-page SEO, Social Media Integration, Campaign Tracking, Landing Page Optimization
- **Tools:** Git, GitHub, Vercel, Canva, Google Workspace, Microsoft Office
- **IT Support:** System Setup, Troubleshooting, Ticketing Tools, Software Installation, Network Basics

LANGUAGES

- English
- Hindi
- Malayalam