Rushi Suthar

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SUMMARY: Experienced Web Developer with a strong background in front-end development, database integration, and digital marketing. Proficient in HTML, CSS, and JavaScript for creating responsive websites. Skilled in SEO strategies to enhance organic traffic. Expertise in designing promotional materials, video editing, and content creation to maintain brand identity. Passionate about producing engaging visual content and educating through informative sessions.

EDUCATION:

Full Stack Software Development (Graduate Certificate)   **January 2024 – Present**
Lambton College – Toronto, Ontario

Bachelor of Science in Information Technology   **June 2019 – March 2022**
GLS University – Gujarat, India (CGPA: 7.49)

SKILLS:

- **Languages**: HTML, CSS, JavaScript, Java, Python, PHP, Dart
- **Tools**: MySQL, PLSQL, Microsoft Word, Excel, PowerPoint, Google Docs, Google Sheets
- **Framework**: Flutter
- **Platforms**: PyCharm, SQL Database Management, Visual Studio Code
- **Soft Skills**: SEO, Excellent Communication, Time Management, Keyword Research

WORK EXPERIENCE:

1. **WEB DEVELOPER INTERN | SHIVAAY SOFTWARE SOLUTIONS – GUJARAT, INDIA (MAY 2022 – APRIL 2023)**

- Collaborate with the development team to design, develop, and maintain responsive websites and web applications. Assist in implementing user interfaces using HTML, CSS, and JavaScript.
- Participate in testing and debugging to ensure the functionality and performance of web projects across various browsers and devices. Research and explore new technologies, tools, and best practices in web development.
- Gain valuable hands-on experience in web development projects and worked closely with experienced professionals.

2. **DIGITAL MARKETING INTERN | 21TWELVE INTERACTIVE LLP - GUJARAT, INDIA (MAY 2023 – NOVEMBER 2023)**

- Create engaging content for social media, blogs, and websites to increase website rankings.
- Help optimize digital content for search engines (SEO) to improve organic visibility and drive traffic to our website. Conduct market research to identify target audiences, competitive landscape, keyword research and analysis, and industry trends.
- Monitor and analyse web traffic, user interaction, and conversion rates using Google Analytics. Generate reports and insights to improve website performance and user experience.
- Conduct keyword research and analysis using Google Search Console to identify opportunities for improving organic search visibility and driving targeted traffic to the website.

3. Designer/Editor | Google Developer Student Club - Lambton College (May 2024 – Present)

- Design promotional materials, event banners, and club merchandise.
- Editing and producing videos for club events, workshops, and online content.
- Collaborating closely with our social media handler to create engaging visual content.
- Conducting informative sessions on design principles and software tools for club members who share your passion.

PROJECTS:

1. NOVA OF CALIFORNIA (CLIENT PROJECT) – 21Twelve Interactive

- Increase keyword ranking for target keywords related to its industry
- Improve impressions and click-through rates (CTR) in Google Analytics and Google Search Console. Enhance website visibility and organic traffic through regular content posting and optimization.
- Created engaging and informative content based on the identified keywords and topics, ensuring alignment with SEO best practices. Increased keyword rankings for target keywords by 78% on average, with several keywords reaching the first page of search results.
- Achieved a 45% increase in impressions and a 50% increase in CTR in Google Analytics and Google Search Console.

2. TALKR – SOCIAL MEDIA APP (ROLE: Developer, Tester)

- Front-end: Flutter, Back-end: Dart, Database: Google Firebase
- Design and develop a user-friendly social networking app with a visually appealing interface.
- Developed back-end functionality using Dart programming language and integrated with Google Firebase for real-time database management.
- Implemented features such as user authentication, content sharing, user following, and real-time chat functionality. Conduct comprehensive testing to ensure the app's performance, functionality, and security meet high-quality standards.
- Enabled users to share content, interact with new users by following them, and engage in real-time chat conversations, leading to increased user engagement and retention.

3. MOTION SENSING CAR - IoT PROJECT

- Equipment Used: Bluetooth Sensors, Arduino Uno Chip, two 4-pin Ultrasonic Sensors, mini breadboard, 9V battery and some wires.
- Duration: 3 Months
- The car follows our hand or any object when it's placed in front of sensors and heads toward that direction. (i.e. the car moves right by sensing if object turn towards right)

CERTIFICATES:

1. Google My Business - Google