SAAI BOOPATHY P | Full Stack Web Developer (MERN STACK)

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SKILLS & EXPERTISE

- **Languages & Frameworks**: HTML, CSS, Tailwind CSS, JavaScript, React.js, Node.js, Express.js, MongoDB.
- **Tools & Platforms**: GitHub, Vercel & VS Code.
- **SEO & Marketing**: Keyword Research, Content Optimization, On-Page SEO, WordPress & Elementor.

EXPERIENCE

Full Stack Web Development Bootcamp *(Error Makes Clever, Remote)*

- **Front-End Development:** Built interactive UIs with React, implementing component-based architecture and state management.
- **Back-End Development**: Developed RESTful APIs using Node.js and Express, integrating authentication and managing databases with MongoDB.
- **Deployment & Collaboration**: Deployed apps via Vercel. Used GitHub for version control and participated in code reviews to enhance coding practices.

Marketing and Communication Intern *(Autoprint Machinery Manufacturers, Coimbatore)*

- **Website Optimization:** Supported website traffic growth and conversion rate optimization through content creation and strategic initiatives.
- **Lead Generation:** Qualified leads and initiated contact with potential clients on IndiaMart, boosting business growth.
- **Content Creation**: Developed compelling marketing materials and sales collateral to communicate product benefits effectively.

PROJECTS

E-Commerce Site
- Developed a **responsive e-commerce platform** with features like **dynamic search** and **checkbox-based product filtering**.
- Implemented **real-time search functionality** using vanilla JavaScript, enhancing product discoverability.
- Enabled **category-based filtering** with checkboxes for improved user experience and precise results.

Activity Manager Application (To-Do List)
- Created a task management app with React.js, allowing users to add, delete, and manage daily activities.
- Implemented **state management** for real-time updates to the activity list.
- Utilized **React Router** for smooth navigation between **Login**, **Signup**, and **Landing pages**
- Incorporated a **real-time weather application** to fetch and display weather data from third-party APIs.

Personal Website & SEO Optimization
- Built and optimized a personal website using **WordPress** and **Elementor**, focusing on SEO best practices.
- Conducted keyword research that resulted in a 150.7% improvement in keyword ranking positions.

EDUCATION

Sri Krishna College of Engineering and Technology, Coimbatore.	MBA, 2022 - 2024
Kalasalingam Academy of Research and Education, Krishnankoil.	B.Sc. in Computer Science, 2022

CERTIFICATION

- Google Certified in Fundamentals of Digital Marketing
- Microsoft Technology Associate Python