

# Aravindhakumar G

## Web Developer

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### Profile Summary:

A dedicated and highly skilled Web Developer with a passion for creating innovative web solutions. Experienced in a wide range of web technologies and development methodologies. Proficient in all facets of WordPress site creation, encompassing design, plugin integration, and execution. Meticulous and well-versed in utilizing Bootstrap, along with adept knowledge of cloud hosting and GitHub for seamless collaboration. Adept in the realm of e-commerce, dedicated to delivering exceptional customer experiences from initial consultations through website maintenance. Seeking an opportunity to contribute my expertise and drive for excellence to a dynamic team/organization.

### Professional Experience:

#### WordPress Integrator III

*vSplash Pvt Ltd, Hyderabad*

- *October 2023 - December 2023*
- Worked on optimizing WordPress sites for speed and performance.
- Collaborated with the design and development team to enhance website features and user experience.

#### UI/UX Developer

*BLeap Digital Marketing & Consultants, Chennai, Tamilnadu*

- *September 2021 - June 2023*
- Collaborated with senior developers to create and maintain client websites.
- Conducted thorough quality assurance testing to identify and resolve bugs and issues.
- Participated in designing and developing dynamic, database-driven web solutions.
- Worked in cross-functional teams to develop and manage corporate websites.

- Crafted responsive web designs to provide exceptional user experiences.
- Developed customized WordPress themes and plugins tailored to project requirements.
- Troubleshoot and resolved website-related issues to ensure optimal performance.
- Conducted comprehensive code reviews and provided mentorship to junior developers.

## Junior Digital Marketing Executive

*MarketU Digital Marketing Agency, Chennai, Tamilnadu*

- *April 2020 - July 2021*
- Managed social media marketing (SMM) and executed email drip campaigns.
- Coordinated with the agency to execute various paid marketing campaigns on platforms like Facebook, Instagram, and Google Ads.
- Designed and developed user-friendly WordPress websites to enhance the online presence and branding of clients' businesses, services, and organizations.
- Collaborated closely with clients to understand their branding and online marketing needs.
- Implemented strategic digital marketing initiatives, including content creation and ad campaigns.
- Monitored and analyzed the performance of digital marketing campaigns, making data-driven recommendations for improvements.
- Worked with graphic designers to create visually appealing and engaging digital content for clients.

## Skills:

- **Web Technologies:** WordPress, HTML, CSS, JavaScript, PHP, MySQL, JSON
- **Platforms:** WordPress, Shopify, WIX and Ai Builders
- **Frameworks & Tools:** Bootstrap, Elementor, DIVI, WP Bakery and beaver
- **Hosting:** Cloud hosting (AWS, DigitalOcean, Firebase), Shared hosting and Netlify
- **Others:** Web security, Web optimization and Web maintenance

**Education:**

Masters in Wireless Technology

- Madras Institute of Technology
- September 2018 - November 2020

Bachelor in Electronics Engineering

- Tagore Engineering College
- November 2016

**Personal Details:**

DOB: 19<sup>th</sup> June, 1995

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