

# Praveen kumar

WordPress Developer with SEO and Analytics expertise

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## experience

### Don't Blink Studioz | Photographer Intern

2021 - 2022

at don't blink studioz, i worked as a photography intern, assisting in capturing high-quality photos for events, portraits, and commercial shoots. i supported post-production tasks like photo editing and retouching, ensuring the final output met client expectations while learning professional photography techniques and equipment handling.

### Webzschema Technologies | Junior Seo Analyst

2022 - 2023

at webzschema technologies, i worked on optimizing the company's own website and collaborated with clients to enhance their online presence. my role involved conducting seo audits, implementing on-page and off-page strategies, performing keyword research, and improving website performance to drive organic traffic and boost search engine rankings.

### Silver Palace | Website Maintenance, SEO & SSM

2023 - 2024

at silver palace, i managed website maintenance, ensuring smooth functionality and timely updates. i implemented effective seo strategies, improving search engine rankings and driving organic traffic. additionally, i handled social media platforms, creating engaging content and campaigns to boost brand visibility and audience engagement throughout 2023-2024.

### Freelancer | Website Maintenance, SEO & SSM

2023 - 2024

as a freelancer, i provide website maintenance services, ensuring optimal performance, regular updates, and bug fixes. i implement seo strategies to enhance website visibility and search rankings, while also managing social media marketing (ssm) efforts by creating engaging content, running targeted campaigns, and improving brand presence across various social platforms throughout 2024-2025.

## education

### Secondary School Leaving Certificate

2017-2018 | Tiruppur

### Diploma In Computer Engineering

2018-2021 | Erode

## skills

### WordPress

- Theme customization,
- Plugin integration,
- E-commerce development,
- Mobile responsiveness,
- SEO optimization,
- Security management,
- Content management,
- Speed optimization.

### SEO (Search Engine Optimization)

On-page SEO,  
Off-page SEO,  
Keyword research,  
Content optimization,  
Link building,  
Technical SEO,  
Site audits,  
Local SEO,  
Rank tracking.

## Project

### CabsDriver.Com | Webzschema Technologies

optimized the website through off-page seo strategies, keyword research, and technical audits. focused on local seo for better visibility in taxi services.

### Seedballs.In | Webzschema Technologies

improved search rankings and user engagement by conducting thorough seo audits, implementing keyword strategies, and enhancing content.

### WebzSchema.In | Webzschema Technologies

worked on off-page seo, keyword research, and content optimization to boost organic traffic and site performance.

### SelenseElevators.Bigbitezudio.In

developed a clean, user-friendly wordpress website for selense elevators, focusing on showcasing their elevator solutions and services. integrated responsive design, seo-friendly features, and easy navigation to improve user engagement.

### UdhayamPromoters.Bigbitezudio.In

created a professional wordpress site for udhayam promoters, offering property development services. features include property listings, client testimonials, and project showcases, all optimized for speed and mobile viewing.

### DrShrmeismileGlowClinic.Bigbitezudio.In

built a wordpress website for dr. shrm's smile glow clinic, specializing in dental services. the website features appointment scheduling, patient reviews, and detailed service descriptions, designed to build trust and improve patient engagement.

### AssainCars.Bigbitezudio.In

developed an engaging website for assain cars, focusing on car sales and rentals. features include a vehicle catalog, inquiry form, and mobile responsiveness, ensuring a smooth user experience across devices.

### PriyasBeautyBridalStudio.Bigbitezudio.In

developed a visually appealing website for priya's beauty bridal studio, focusing on beauty and bridal services. included a booking system, service packages, and portfolio gallery with seo optimization for local visibility.

## skills

### SSM (Social Media Marketing)

- Content creation,
- Social media ads,
- Audience engagement,
- Brand awareness,
- Influencer marketing,
- Social media analytics,
- Community management,
- Campaign management,
- Performance reporting.

## Tools

WordPress Theme

WordPress Plugins

Google Search Console

Google Analytics

Google Tag Manager

Google My Business

Yoast SEO

All in One SEO (AIOSEO)

Canva

Adobe Photoshop

## contact details

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