

Kokila Durga

Associate Software Developer

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TECHNOLOGIES & TOOLS

- HTML5
- CSS3
- JavaScript
- Web Design Frontend
- Bootstrap Responsive
- React js

BACKEND LANGUAGES

- Node.js
- PHP

DATABASES

- MySQL
- PostgreSQL

WHY ME ?

Associate Software Developer with 1.5 years of full-stack experience building scalable web systems and modernizing legacy code. Skilled in cross-browser compatibility, Agile workflows, and team collaboration. Proficient with AI tools to accelerate development and enhance performance, with a strong problem-solving mindset and passion for emerging technologies.

WORK EXPERIENCE

2023 to Present

Gostudy (Preston Consulting and Pvt Ltd)

Associate Software Developer

- Experienced in backend development and API integration, especially with PHP, Node.js, MySQL, and PostgreSQL.
- Actively involved in managing and maintaining 22 company websites, ensuring uptime, performance, and content updates as part of the core web management team.
- Ensured cross-browser compatibility and mobile responsiveness across all projects.
- Applied on-page SEO techniques to enhance site visibility and optimize metadata for better search performance.

INTERNSHIPS

- GoNewzealand (web page design and software development) in PRESTON Company.
- Domain : html, CSS3, Flutter dart, visual studio.
- Mental health recognition using facial expression (Domain: python, anaconda.)

EXPERIENCE WITH



CHALLENGES

- Implemented email notification systems for effective error tracking and issue resolution in the website.
- Built custom web features, including user forms with database integration.
- Faced the challenge of updating 1000+ web pages to a new design layout manually, which was time-consuming and error-prone
- Developed a Node.js - based automation tool that fetched live page HTML, replaced old class names, and restructured layout to match the new design.
- CSS strategies - Built common CSS for reusable sections and separate styles for pages with unique layouts to improve consistency and maintainability. Integrated Microsoft Clarity to track user behavior, including dead and rage clicks, leading to UI improvements and reduced user friction.
- Created an automated system to send daily reports of website visitor counts for all company websites.
- Utilized Gallabox's analytics to create customized marketing strategies for efficient communication.
- Integrated Gallabox to automatically trigger messages upon website form submissions, enhancing lead response efficiency.
- Organized a 3-stage folder structure (Development, Production, Live) to manage code safely, streamline updates, and maintain reliable backups.
- Built a custom page generator tool with a form-based interface to dynamically add content blocks (e.g., headings, paragraphs, tables, lists) and export them as structured HTML files, reducing manual coding and improving efficiency.

DOCUMENTATION TRACKING

- Used Power BI Service reports integrated with Prism to monitor consultant and student communication, including tracking the number of student cards and archived records.
- Helped automate data updates and ensured the reports were accurate and easy to understand, reducing manual effort.
- Collaborated with the team to analyze dashboard insights, improving the tracking of consultant performance and student engagement

WEBSITE HANDLING

- Handled branch location mapping using MaxMind for accurate geo-targeting.
- Created ad-specific landing pages without redirection, optimized for visitor tracking and performance.
- Tracked user behavior with Microsoft Clarity and used CSS strategies with unique filenames to detect dead clicks and rage clicks.

WEBSITES HANDLED



APPLICATIONS

UNITING APP

- Worked on the Uniting App, designed to streamline communication between students and senior mentors.
- Implemented a call feature that allowed students to directly connect with senior students for guidance.
- Contributed to enhancing app functionality, improving user interaction and real-time engagement.

PRISM APP

- Worked on the Prism App, a custom-built application used internally to manage and track the full student journey.
- Enabled consultants to follow the complete status flow of each student, from first contact to final enrollment.
- Integrated Prism with website forms and internal systems to ensure real-time data sync and streamlined workflows.
- **Gallabox** - Integrated Gallabox **WhatsApp API** to automate sending marketing templates, improving communication reach and campaign efficiency.
- **Myoperator** - Integrated **MyOperator** to enable **verified calling**, masking consultant numbers with third-party numbers to ensure privacy during student communication.

PRISM - CRM

- Implemented the Prism Student CRM to manage and organize student callback requests from the website.
- Built with HTML5, CSS3, JavaScript (frontend), Node.js (backend), and PostgreSQL for data storage.
- Auto-generated student cards based on phone numbers submitted via the callback button. Auto-filled country and branch info using page location and user input logic.
- Enabled consultants to track the full student journey for overseas education guidance.

AI TECHNOLOGIES

AUTOMATED VOICE CALLING SYSTEM

- Worked on setting up an automated voice calling system using Bland AI to handle student inquiries after 6 PM.
- Designed a smooth conversation flow with preset questions so the bot could talk naturally and collect the right info.
- Made sure all responses were saved in organized sheets, making it easy for consultants to follow up the next day
- Helped with API integration, testing, and deployment to ensure the system ran smoothly and reliably

AI SEMINAR

- Attended seminars on LLaVA, LLaMA, and other advanced AI models, focusing on how AI understands both language and images.
- Explored real-world use cases like visual Q&A, captioning, and AI tutoring through live demos.
- Gained hands-on insights into multimodal AI and large language models (LLMs) and their growing role in automation and education. Learned how models like LLaVA are trained to analyze and respond to text + visuals together.
- Discussed the future of AI in fields like customer support, search, and smart assistance.

EDUCATION

- Bachelor of Computer Applications (BCA) | Global College of Arts and Science (Women)
- Graduated: 2023 | Score: 83% (Equivalent CGPA: 8.7/10)