

# MENAKA S

## WEB DEVELOPER

### CONTACT

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### LINKEDIN

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### SKILLS

- HTML
- CSS
- Javascript
- Bootstrap
- Wordpress
- MySQL
- Photoshop
- Illustrator
- React

### CERTIFICATION

- The Complete 2021 Web Development Bootcamp, Udemy | 2022
- Developer Program, Accenture | 2021
- Career Edge Knockdown the Lockdown, TCS | 2020

### LANGUAGES

- TAMIL
- ENGLISH

### EDUCATION

MCA | 2022 - 2024  
Anna University, Chennai

BCA | 2019 - 2022  
MOP Vaishnav College, Chennai

### PROFILE SUMMARY

Enthusiastic Web Developer with 2 years of hands-on experience in designing and developing responsive websites using WordPress, HTML, CSS, and JavaScript. Skilled in optimizing website performance, customizing themes and plugins, and integrating tools like Zoho CRM and AWS services. Passionate about creating intuitive, scalable web experiences and continuously learning new technologies like React to grow in the tech space.

### WORK EXPERIENCE

**Sixth Force Solutions Private Limited, Chennai** 2022 - PRESENT  
Web Developer

Worked as a key contributor in the design and development of multiple landing pages, and marketing websites for international clients. Involved in the complete website lifecycle from requirement gathering to deployment and performance optimization.

- Designed, developed, and optimized responsive websites using HTML, CSS, JavaScript, and WordPress.
- Collaborated with cross-functional teams including designers, cloud teams, and SEO experts to meet project goals.
- Customized WordPress themes and plugins for specific business use cases.
- Integrated Zoho CRM forms with landing pages to capture and process leads.
- Supported deployment and troubleshooting of live websites on AWS EC2 and S3.
- Contributed to the development of websites such as Prolaborate, SaaS Sparx Systems, Sparx Systems US, and EA Global Summit.

### PROJECT SUMMARY

- **Prolaborate Website:** Developed a product-focused website to promote modeling and collaboration tools for EA users.
- **SaaS Sparx Systems & 6thForce Website:** Created marketing pages and integrated lead generation forms using Zoho CRM.
- **Sparx Systems US Website:** Built and optimized the U.S. version of the Sparx website with focus on responsive layout and local SEO strategy.
- **EA Global Summit Website:** Built and managed the online portal for the global summit event, enabling webinar registration, live event updates, and content distribution.

### ACHIEVEMENTS

- Achieved SEMrush SEO scores of 80-90% by resolving technical errors and warnings on websites.
- Built lead-generation pages with Zoho CRM integration, resulting in higher conversion rates and increased client acquisition.
- Awarded 'Learning Loop' recognition in my web development team for consistently exploring new solutions and resolving incoming issues efficiently.