

# Kaviraj Kannusamy

📍 Krishnagiri, India ✉ kaviraj00894@gmail.com 📞 8870969310 📱 in/kavi-raj-8a8199218

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## SUMMARY

Dynamic web developer with 4+ years of experience in creating and optimizing websites to enhance user engagement and performance. Proficient in MySQL, HTML & CSS, and JavaScript, leveraging strong skills in UI/UX design to deliver impactful digital solutions. Expertise in keyword research and SEO optimization ensures websites are not only visually appealing but also rank well in search engines. Committed to continuous learning and staying updated with the latest web technologies to provide innovative and effective solutions.

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## EXPERIENCE

### Web Developer | Freelancer | Coimbatore, TN | August 2018 - March 2023

- Set up and optimized a Linux-based server with a secure control panel (e.g., CyberPanel, ISPConfig), implementing performance tuning and security hardening for reliable and fast website delivery.
- Enhanced website security and trust by setting up SSL via Cloudflare, enabling HTTPS, and protecting against basic DDoS and DNS-level threats.
- Conducted niche-specific keyword research using Ahrefs to identify and target long-tail keywords, improving content visibility and organic search performance.
- Designed and developed high-converting, responsive web pages using WordPress builders such as Spectra, Elementor, and Gutenberg, enhancing user engagement and site performance.
- Led UI design, Website Optimization, and on-page SEO implementation for over 20 websites, enhancing user experience and search engine visibility.
- Built an automated web scraping tool using Python and Selenium to extract product data from Amazon, enabling streamlined data collection for analysis or price monitoring.
- Conducted a comprehensive audit to identify performance, accessibility, and SEO issues; implemented targeted optimizations that improved Google PageSpeed Insights scores to 90+ in all core categories.
- Implemented smooth UI transitions using external animation libraries such as AOS, significantly improving user engagement and visual flow across the site.
- Optimized website performance by analyzing and refining CSS and JS scripts, resulting in A+ scores on GTmetrix and Pingdom. Removed unnecessary code and minimized script load times to enhance page speed.
- Utilized Git for version control and seamless deployment, applying best practices to update the website with minimal disruption to users.
- Led successful website migrations between domains and servers, utilizing tools like cPanel and SSH, ensuring smooth transitions with minimal downtime and zero data loss.
- Configured and submitted sitemap and robots.txt files through Google Search Console, enhancing website indexing, crawl efficiency, and overall search visibility.
- Conducted SEO audits via Ahrefs, addressing technical errors, broken links, and on-page issues, leading to improved health scores and enhanced organic visibility.

### Full Stack Web Developer | Freelancer | December 2024 - July 2025

- Built custom WordPress themes from scratch and created reusable custom post types and Gutenberg blocks using PHP, ACF, and the WordPress REST API to enhance content manageability and site performance.

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## EDUCATION

### Master of Science in Bioinformatics | Bharathiar University | Coimbatore, TN | 2019

### Bachelor of Technology in Bioinformatics | TamilNadu Agricultural University | Coimbatore, TN | 2015

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## SKILLS

HTML, CSS, PHP, Javascript, MySQL and React

Custom Theme Development, Custom Post Types, WordPress REST API, and Custom Block Development

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