DINESHKUMAR P

B.Tech – INFORMATION TECHNOLOGY

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PROFESSIONAL SUMMARY

Detail-oriented Web Publishing and Digital Marketing Specialist with experience in creating, editing, and publishing engaging website content. Skilled in applying SEO best practices, optimizing images, improving site performance, and collaborating with cross-functional teams to deliver timely and accurate web updates. Adept at using modern web tools and platforms to support marketing campaigns, events, and brand initiatives.

Work History

SEO Specialist & Website Developer

• Job Title: **SEO Specialist & Website Developer**

• Company Name: **KLRF (** Kovilpatti Lakshmi roller flour mills limited**)**

• Dates of Employment: **Apr-2025 – Present**

• Responsibilities:

  ➢ **Web Content Creation & Updates:** Created, edited, and maintained website content across multiple pages, ensuring accuracy, relevance, and adherence to brand guidelines.

  ➢ **SEO Best Practices:** Applied SEO principles to website content, including keyword integration, metadata optimization, and URL structuring, to enhance search visibility.

  ➢ **Performance & Impact:** Delivered innovative SEO campaigns that increased website visibility, organic traffic, and engagement while providing actionable insights to stakeholders.

  ➢ **Social Media Marketing (SMM):** Planned, created, and published engaging posts across multiple social media platforms to boost brand awareness, drive traffic, and improve customer engagement.

Website Developer & Digital Marketing Specialist

• Job Title: **Website Developer & Digital Marketing Specialist**

• Company Name: **Palette Production**.

• Dates of Employment: **Feb-2024 – Apr-2025**

• Responsibilities:

  ➢ **Web Content Creation & Updates:** Created, edited, and maintained website content across multiple pages, ensuring accuracy, relevance, and adherence to brand guidelines.

  ➢ **SEO Best Practices:** Applied SEO principles to website content, including keyword integration, metadata optimization, and URL structuring, to enhance search visibility.

  ➢ **Image Optimization:** Optimized images for faster load times without compromising quality, improving site performance and user experience.

  ➢ **Cross-Functional Collaboration:** Partnered with marketing, creative, and content teams to publish new campaigns, update event pages, and retire outdated materials.

  ➢ **Content Publishing Tools:** Managed and updated content using CMS platforms such as WordPress, integrating multimedia, links, and formatting for optimal presentation.

Junior SEO Specialist

• Job Title: **SEO Specialist**.

• Company Name: **DIFF'RENCE**.

• Dates of Employment: **Jul-2023 – Jan-2024**

• Responsibilities:

  ➢ **Strategic SEO Implementation:** Conducted comprehensive keyword research, competitor analysis, and content optimization to boost organic search visibility and rankings.

  ➢ **On-Page SEO Excellence:** Implemented comprehensive strategies, including meta-tagging, structured data, and user-friendly URL optimizations to improve search engine discoverability.

  ➢ **Technical SEO Audits:** Diagnosed and resolved issues related to site speed, crawlability, and indexing to ensure optimal technical performance.

  ➢ **Off-Page SEO & Link Building:** Executed outreach campaigns, guest blogging, and social bookmarking strategies to enhance domain authority and referral traffic.

  ➢ **Data-Driven Optimization:** Utilized tools like Google Analytics, SEMrush, and Ahrefs to monitor SEO performance, identify trends, and make informed improvements.

PROJECTS

Website Developer – Eagle Graphics

• Description: Designed and developed a responsive, SEO-optimized corporate website for Eagle Graphics Machinery, ensuring high performance, mobile responsiveness, and user-friendly navigation.

• Technologies Used: HTML5, CSS3, JavaScript, SEO Tools (Google Search Console, SEMrush)

• Achievements: Successfully ranked the website in the **Top 5 Google search results** for targeted industry keywords, significantly boosting website traffic and lead generation.

• **Timeline:** Nov 2023 – Jan 2024 || Link: Eagle Graphics

Front-End Developer Online Food Order

• Description: Created a dynamic frontend for food ordering from 500+ restaurants, including a custom payment gateway for enhanced security.

• Technologies Used: Technologies: HTML5, CSS3, JavaScript and PHP

• Achievements: Increased user engagement by 30%.

• **Timeline:** Mar 2022 – May 2022 || Link: dkfoods

EDUCATION

B.Tech Information Technology, Anna University – Velammal College Of Engineering And Technology, Madurai : *2019-2023* - CGPA: 8.04

2017-2019 / HSC , Vidhya Vikashni Mat Hr Sec School, Tirupur - Percentage: 70

2016-2017 / SSLC, Shri Valli Vidhyalaya Matriculation School, Tirupur - Percentage: 88

SKILLS

● **Programming Languages:** JAVA

● **Scripting Languages:** HTML, CSS, JAVASCRIPT

● **SEO & Optimization:** On-page SEO, Off-page SEO, Technical SEO, Site speed improvement

● **Other:** Google Analytics, Google Search Console, Google Tag Manager, SEMrush, Ahrefs

CERTIFICATIONS

● **Frontend Development Certificate** (Aug 2023) **– Google Coursera:** Gained expertise in HTML, CSS, and JavaScript, focusing on user-friendly interfaces and developed a portfolio of web projects.

● **Project TechQuest** (Aug 2022) – Mount Zion College: Led a team in developing and delivering Project TechQuest, showcasing strong project management and collaboration.

- **Web Design Project at Tech-Quest** (Apr 2022) – Mount Zion College: Collaborated with a team to design a well-received website, conducting usability testing and gathering feedback for continuous improvement.

DECLARATION

I hereby declare that the details furnished above are true to the best of my knowledge.