SULTHAN NAJIBUDEEN
PROFESSIONAL WEB DEVELOPER

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SUMMARY

Experienced Web Developer with 4+ years in WordPress development, SEO, and social media marketing. Skilled in creating responsive websites and applications, focusing on performance and user experience. Proficient in HTML, CSS, and JavaScript, committed to crafting SEO-friendly code to improve website visibility and rankings.

TECHNICAL SKILLS

HTML5, CSS3, JavaScript	Php. MySQL	Google Analytics & Search Console
WordPress & WooCommerce	SEO, On Page & Off Page	Adobe Photoshop, Illustrator
Bootstrap, React JS, Rest API	Hosting & DNS Server	Content Management System
Zoho CRM & Creator	Deluge Script, Workflow	Chat GPT, Midjournery

PROFESSIONAL EXPERIENCE

WEB DEVELOPER
- Money Protects Financial Services, DIFC, Dubai, UAE.   **Nov 2023 - Present**

- Designing, developing, and maintaining WordPress & Laravel websites for multiple companies within the group.
- Implementing responsive design principles to ensure optimal user experience across various devices.
- Executing SEO strategies to improve the online visibility and search engine rankings of company websites.
- Regularly update and optimize the websites to ensure high availability, security, and performance, improving user engagement and site load speed.
- Leveraging Zoho Creator to develop custom applications tailored to the unique needs of different business units within the group.
- Configure and manage Zoho CRM and other Zoho applications (such as Zoho Creator, Zoho Books, Zoho SalesIQ, etc.) to align with the company's business processes and meet user requirements.

PROJECT CO-ORDINATOR & WEB DEVELOPER
- Zentroa Technologies, Dubai, UAE.   **Aug 2022 - Oct 2023**

- Built twenty-plus websites according to industry standards and SEO and timely changes to increase the user flow and understanding of all platform capabilities and features.
- Customize and maintain existing fifty-plus websites, troubleshoot and fix bugs.
- Conduct on-page and off-page optimization techniques to improve website ranking.
- Troubleshooting technical issues, Website maintenance, User testing and managing Web hosting server.
- Collaborated with designers, project managers, and other team members to ensure successful project delivery.

WORDPRESS DEVELOPER

- Aura Global Information Services Pvt.Ltd, Chennai, India. **Nov 2021 - Jul 2022**

- Planned website development, converting UI into usable web presence with HTML, CSS, ReactJS, and PHP.
- Customize existing WordPress themes and plugins to fit project requirements.
- Integrating third-party services into WordPress websites using APIs.
- Developed E-Commerce websites with a payment gateway integration.
- Creating and managing WooCommerce online stores, including setting up payment gateways, shipping options, and tax rates.
- Staying up-to-date with the latest WordPress developments and technologies to deliver the best possible solutions.

JUNIOR WEB & GRAPHIC DESIGNER

- Al Jeem Systems, Chennai, India. **Nov 2020 - Oct 2021**

- Developing responsive web designs that are optimized for multiple devices and screen sizes.
- Updated the content regularly in the existing websites.
- Designing layouts, selecting colors, images, and typefaces for print and digital media such as advertisements, social media graphics, and website assets.

EDUCATION

B.TECH - INFORMATION TECHNOLOGY **2016 - 2020**

Vel Tech Multi Tech Engineering College, (Affiliated to Anna University), Chennai.

ADDITIONAL INFORMATION

- **Languages:** English, Tamil and Malayalam.
- **Certifications:** Google Analytics (Certified by Udemi), Adobe Photoshop CS6 (Certified by EDUCBA), and The Fundamentals of Digital Marketing (Certified by Google).
- **Awards/Activities:** Received an appreciation award from Zentroa Technologies for our outstanding work in Digital Marketing, Website Development, and SEO Support. (2023)