

KATHIR SELVAM V

FULL STACK DEVELOPER

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OBJECTIVE

Motivated Full Stack Developer with expertise in React, Django, JavaScript, and SQL, passionate about building scalable and efficient web applications. Experienced in developing ServiceNest, an online service provider platform, and skilled in SEO, social media marketing, and digital strategies. Passionate about blending technology and digital marketing to build scalable solutions that enhance user experience and engagement..

TECHNICAL SKILLS	TOOLS
React JS	WordPress
Django	Canva
MySQL & Postgre SQL	Figma
HTML CSS JS	Ms Office
Git GitHub	Google Analytics
Social Media Marketing	
SEO	
Content Marketing	
Python	

INTERN EXPERIENCE

VR Della • Trichy

Aug 2024 - Oct 2024

Role: Data Analyst & Frontend Developer

- Performed data analysis on ECG machine development, optimizing system performance and improving data visualization
- Designed and developed frontend interfaces for enhanced user experience.
- Worked cross-functionally with developers and analysts to enhance system usability and data-driven decision-making.

PROJECTS

ServiceNest – Service Provider Platform

- Engineered a geo-restricted service platform enabling users to connect with local providers, ensuring efficient discovery and engagement.
- Implemented OTP-based authentication, multi-language support, and geo-restricted service discovery
- Integrated a rating and review system, along with personalized service recommendations based on user history

Social Media Marketing (SMM) Campaign – Freelance Project at Algoalphatech

- Designed and launched a high-impact SMM campaign, leveraging data insights to boost brand visibility and engagement.
- Conducted audience research, optimized ad strategies, and improved conversion rates through targeted content.
- Spearheaded content creation, scheduling, and performance tracking, driving measurable growth in social media engagement

EDUCATION

Bachelor of Technology (Information Technology)

Oct 2021 - June 2025

Anna University

- Mookambigai College of Engineering.

ADDITIONAL INFORMATION

- Languages:** Tamil , English
- Certifications:** Full Stack Development (Mets Technology) , Digital Marketing Strategy (INI) , Digital Marketing (Google)