

**Mob:** 07737345195**Email:** s\_m\_i\_t@hotmail.com**Portfolio:** <http://www.smitchacha.com>

## Profile

Experience in designing and converting PSD into static xHTML/CSS, can implement JavaScript/JQuery functionality and create complex PHP/MySQL scripts for a full functional dynamic database driven website. Have good analytical skills can easily read graphical/numerical data Google Analytics. Have used several SEO tools and software for keyword research, link analysing, link building, blog commenting, content creation, content distribution, web2.0, social media marketing, email marketing, etc. Experience in running successful PPC campaigns for leads and sales. E-commerce experience and can do multitask when required.

## Education

### Sept 2005 - Jul 2008

London Metropolitan University - BSc in Computer Visualization and Games

### Sept 2002 – May 2005

Escola Dr. Antonio Carvalho Figueiredo (Portugal) - Information Technology Diploma (I.T.)

## Skills

- |                       |              |                         |                    |
|-----------------------|--------------|-------------------------|--------------------|
| ✓ PSD to xHTML/CSS    | ✓ PHP/MySQL  | ✓ SEO and Link Building | ✓ Microsoft Office |
| ✓ HTML5/CSS3          | ✓ CMS        | ✓ Google Analytics      | ✓ Photoshop        |
| ✓ JavaScript / JQuery | ✓ E-Commerce | ✓ Google AdWords PPC    | ✓ Dreamweaver      |

## Work Experience

### Mar 2010 - Current

Freelancer (Front End Developer/SEO)

- Designing Logos, Banners, Posters and Promotional Material for Web and Print
- PSD to xHTML/CSS - Designing Website Wireframe in Adobe Photoshop(PSD) and converting into xHTML5/CSS3 (SaaS and Less)
- Adding/Implementing JavaScript/JQuery functionality.
- Installing Content Management System and various Plug-ins
- Installing E-commerce Scripts and Data Entry
- Registering Domain Names and FTP
- SEO - Keyword Research and onpage SEO(title, meta, alt tags)
- Link Building, Link Wheels and Link Pyramids (offsite SEO) using a variety of software and tools
- Web2.0, Blog Commenting, Bookmarking, Web Scrapping, etc.
- Content Creation and Distribution
- Email Marketing, Social Media Marketing and Video Marketing
- Creating and Managing PPC Campaigns (Google AdWords)
- Installing and Analysing Web Traffic (Google Analytics)
- Submitting XML sitemap to Google, Yahoo and Bing

## Languages

- ✓ English - fluent (read/write)
- ✓ Portuguese - fluent (read/write)
- ✓ Gujarati - fluent
- ✓ Hindi – fluent

## Hobbies and Interests

Cricket, Football and Astrology

## References

Available upon request