**PRIYANKA BABU**

***Web Developer & Social Media Optimist***

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| **PROFILE** |

I am a **highly skilled Web Developer & Social Media Optimizer**. I enjoy the challenge of developing websites after carefully analyzing the clients’ requirements and increasing the clients’ online presence by optimizing their social media. I keep myself up-to-date with latest web technologies. Ability to work as a team or individually with excellent problem solving, organizational, leadership and linguistic skills.

I am very **hard working and flexible** meeting the high demands of the company. I have a keen eye for detail, proactive, easy going, self-motivated and passionate for digital marketing and analytical problem solving. Possess profound knowledge and experience in creating **Ultra Responsive Designs**. I am eager to learn new skills and very focused on delivering a great service exceeding company’s expectation.

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| **KEY ACHIEVEMENTS** |

**WEB DEVELOPMENT**

* Reduced bounce rate of the website from 67% to 22% by developing an ultra responsive website with intuitive User Interface. [SEFAIRA]
* Developed 2 websites from scratch in less than 3 days.
* Obtained Clean Drive as a client who is the highest paying client of the company now.
* Developed and maintained over 50 websites.

**SOCIAL MEDIA OPTIMIZATION**

* Increased engagement rate by 60% in less than a month.
  + [**https://twitter.com/MazEvents**](https://twitter.com/MazEvents)
  + [**https://instagram.com/maz.events/**](https://instagram.com/maz.events/)
* Increased the number of visitor rate by 16.5% to the website using Social Media Referrals.

**ANALYTICAL**

* Use Analytical tools such as **Google Analytics, Crazy Egg, Click Tale & Hub Spot** to analyze the traffic and the visitors to website.
* Implement New methodologies based on the analysis to improve the performance of the website.
* Increased the conversion rates from 12% to 84% - [**http://englishcouture.co.uk/**](http://englishcouture.co.uk/)

**MANAGEMENT**

* Managing a branch in India for The SCube Digital Media. Managing a branch in India for Insight Consultancy based on my performance in the UK.
* Suggested and implemented **Agile Methodology** for Insight Consultancy and improved efficiency by achieving quick turnarounds.
* Development processes were completed 13% faster based on the Agile methodology with which the company was able to add an extra resource to the process.

**ADMINISTRATION**

* Maintained 5 Ecommerce Websites simultaneously.
* Handled both cPanel and Plesk accounts
* Profound knowledge in Domain & Hosting Transfer and DNS Configuration

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| **RECENT PORTFOLIO** |

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| [Thankey Mahet](http://thankeymahet.co.uk/) | [Lincshotmow](http://www.lincshotmow.co.uk/) | [Web2Jobs](http://web2jobs.eu/) |
| [EE-P](http://ee-p.co.uk/) | [Crown Laundry](http://www.crownlaundry.co.uk/) | [PA Todd](http://patodd.co.uk/) |
| [Moinuddin Kolia](http://moinuddinkolia.co.uk/) | [GlamC2](http://glamc2.co.uk/) | [Maz Events](http://www.mazevents.com/) |

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| **PROFESSIONAL EXPERIENCE** |

**The SCube** *Cambourne, Cambridge, UK*

***Developer / Digital Content Manager*** *December 2015 - Present*

Build Responsive websites with object oriented approach to development. Primarily working on CMS such as Wordpress implying knowledge of PHP5, MySQL, HTML5, CSS3, Jquery and Javascript. Working on building and developing various Wordpress themes and plugins.

Creating content for Online Audience, Overseeing, managing and deploying the brand social media and content calendar. Managing and overseeing paid social media initiatives. Consistently evolving and testing social campaigns to ensure latest techniques are used for maximum exposure.

**Link –** [**http://www.thescube.com**](http://www.thescube.com)

**Feedback from Shovan Sargunam, Director The SCube Digital Media**

It is rare to come across someone like Priyanka. Her work ethics and professional approach to work is outstanding. She was hired as Developer & Content Manager, but soon showcased her leadership skills and gave me the confidence to give her more responsibility. She ended up managing various projects and liaising with clients on regular basis.

I look forward to working with Priyanka in the future and would definitely recommend her work to others.

**Insight Consultancy** *Leicester, Leicestershire, UK*

***Developer / Social Media Optimizer*** *December 2013 – December - 2015*

I was involved in creating ‘n’ number of websites for clients based on their requirements and also optimizing their social network to yield them good number of traffic and leads.

I have been working on different **CMS’** like **WORDPRESS, JOOMLA, DRUPAL, MAGENTO, OPENCART** and **MODX.** I am also well versed in social media optimizing & analytical tools such as **HUBSPOT, CYFE, HOOTSUITE, SPROUT SOCIAL, ICONTACT** and **MAILCHIMP.** I have also been creating wireframes for the client using tools such as **BALSAMIQ.**

The clients and the employer have been very pleased with my work. I am an extremely organized and a hard working person.

**Link –** [**www.insightconsultancy.co.uk**](http://www.insightconsultancy.co.uk)

**Sefaira UK Limited** *London, United Kingdom*

***Web Developer*** *June 2013 - December 2013*

Developed an Ultra Responsive Corporate site with Wordpress **CMS** by creating a theme from scratch according to the feature specific requirements and brand guidelines. Maintain and update the site & create landing pages and Forms using Hubspot and conduct email campaigns and participate in Webinars. I track analytics of visitors through tools such as **“CRAZY EGG, HUBSPOT, CLICKTALE** & **GOOGLE ANALYTICS”** and help the sales team nurture leads from the conversion rates. Decreased the bounce rate from 67% to 22% with the new responsive design and development.

**Feedback from Mads Jensen – CEO, Sefaira**

I have been very impressed with Priyanka and have a lot of positive things to say about her many qualities which include: a wealth a technical skills, a strong curiosity and importantly lots of energy to work very hard to get the job done. I am sure that any team can benefit from her competence and passion. [[**Source**](https://www.linkedin.com/profile/view?id=AAIAABHjLoEBx4qgHXcOM1Sky5_gyckUFLY1U5o&trk=nav_responsive_tab_profile)]

**Link –** [**www.sefaira.com**](http://www.sefaira.com)

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| **EDUCATION** |

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| **2008 – 2012** | **Anna University, Chennai, India**  *BE Computers Science and Engineering (First Class)* |
| **2006 – 2007** | **Breeks Memorial Anglo-Indian Higher Secondary School, Ooty, India**  *Higher Secondary School Certificate (First Class with Distinction)* |
| **2004 – 2005** | **Breeks Memorial Anglo-Indian Higher Secondary School, Ooty, India**  *Secondary School Leaving Certificate (First Class)* |

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| **WEB DEVEOPMENT SKILLS** |

Complete website management in Web 2.0 Technology and Web 3.0 technology

* Buying Domain and Server and its management
* Database creation and database management
* Install, Setup and configure CMS’ on various platforms
* Working on Web Host Manager (WHM)
* Working on Web Host Manager Complete Solution (WHMCS)
* Working on cPanel and Plesk
* Web Designing (Creating Mockup’s and Designing elements using Adobe Creative Suite)
* Web Development
  + PSD to HTML
  + HTML to Wordpress
  + Opencart to Wordpress
  + Magento to Wordpress
  + CSS3 Animations and SASS
  + Hand Code HTML5 | CSS3 with W3C Standards
  + HTML DOM Manipulation
* Knowledge in Complete structure of Wordpress, Drupal, Joomla, Magento and Opencart
  + Can create Themes and edit core theme files
  + Can create Plugins and edit core plugin files
* Extensive knowledge in exactly replicating any given design and functionality set using the Ultimatum Framework and plugins.
* Custom create any site into a Wordpress Website
* Knowledge in adding extra security measures to make Wordpress hard to break in.
* Knowledge in creating websites with required meta and header tags to enhance SEO.
* Create website code with semantic markup to increase search engine performance.
* Creating wireframe mockups using Balsamiq, Mocking Bird and other tools.

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| **SOCIAL MEDIA SKILLS** |

* Analyze and Monitor multiple social media accounts simultaneously on daily routine.
* Aid social media to provide a high spike in Engagement and Follower rates.
* Increase traffic to the website using the Social Media Referrals.
* Copywriting for social media accounts by constantly updating knowledge from Google Trends.
* Managing Ad and Game campaigns on Social Media using Agora Pulse.
* Promote Quiz and Analytical tests on Social media

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| **PERSONAL SKILLS** |

**Communication Skills**

* Ability to effectively communicate information and ideas in written and verbal format, and build and maintain relationships.
* Understand complex subjects and be able to explain them succinctly (whether speaking or writing).
* Take risks. You use creative and unconventional ways to communicate a message.
* A professional certification in English.
* Good face-to-face and telephone communication skills.
* Experience of creating commercial content and writing/editing.

**Organisational/ managerial skills**

* Managed the Indian Branch of The SCube Digital Media.
* Managed the Indian Branch of Insight Consultancy.
* Maintained the entire file system of Insight Consultancy while in the UK, handling all sensitive information of the client with high confidentiality.
* Set up management procedures for both The SCube & Insight Consultancy and involved in major decision-making.
* Involved in the recruitment process for the Indian branch of The SCube.

**Other Skills**

* Creative and has a natural flare for copy writing, with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate.
* In-depth knowledge and understanding of social media platforms and their respective participants (Facebook, Digg, Youtube, Twitter, Flickr etc.) and how they can be deployed in different scenario.
* Great interpersonal skills and finds it easy to build strong rapport with people.
* Organized and efficient with good attention to detail.
* Team player.
* Good technical understanding and can pick up new tools quickly.
* Experienced in Public relations, Marketing, Sales, Community Management.
* Knowledge of web analytics tools and understanding of social media KPIs.

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| **IT SKILLSET** |

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| **Operating Systems** | Mac OS X EI Captain and lower, Microsoft Windows XP/7/8/10 and Ubuntu |
| **Programming Languages** | HTML5, CSS3, PHP5, MySQL |
| **Scripting Languages** | Javascript, Jquery, Ajax and Angular JS |
| **Content Management System** | Wordpress, Joomla, Drupal and Modx |
| **E-Commerce CMS** | Magento and Opencart |
| **Blogs** | Wordpress and BlogSpot |
| **Frameworks** | Bootstrap & Foundation |
| **Google Tools** | Google Analytics, Webmaster, adsense, PPC – Pay Per Click (adwords), Google Apps |
| **Typing Speed** | 60 Words per minute |

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| **KNOWLEDGE IN TOOLS** |

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| **Wireframe** | Balsamiq, Mocking Bird, Mock Flow, Gliffy, Cacoo |
| **Analytics** | Hubspot, Click Tale, Crazy Egg |
| **Testing** | Browserstack, GTmetrix, Pagespeed Insight |
| **Social Media** | Crowdfire, Sprout Social, Hootsuite, Cyfe |
| **Web Design** | Adobe Creative Suite (Dreamweaver, Photoshop, Illustrator, InDesign) |

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| **AWARDS** |

* First Prize for Paper Presentation on “Surface Computing”
* Best Master of Ceremonies Award – 2010, 2011, 2012,
* C+(Very advanced) - ESOL Exams (BULLATS-Cambridge University)

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| **RESPONSIBILITIES HELD** |

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| **2015** | * Managed Indian Branch of Insight Consultancy & The SCube. |
| **2012** | * Course Representative of B.E Computer Science . |
| **2011** | * Organizer & MC at Symposium in **Anna University, Chennai, India** |
| **2007** | * Team Leader for Debate in **Breeks Memorial Anglo-Indian Higher Secondary School, Ooty, India** |
| **2005** | * School Pupil Leader in **Breeks Memorial Anglo-Indian Higher Secondary School, Ooty, India** |
| **2005** | * Inter school Sports Captain in **Breeks Memorial Anglo-Indian Higher Secondary School, Ooty, India** |

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| **INTERESTS** |

* Latest Technology
* Business Development
* Analytical Problem Solving
* Management
* Social Media
* Designing
* Music & Singing
* Networking

**REFERENCES AVAILABLE ON REQUEST**