

HASSAIN ABDUL SALAM

WEB DESIGNER AND

SEO ANALYST



+91 9544697850



hassain7850@gmail.com



Kollam, India 690521



PROFESSIONAL SKILLS

- Responsive Web Design
- WordPress Development
- UI/UX Design
- SEO (On-Page & Technical)
- Google Analytics
- Business Profile Optimization
- Business Mail Setup
- Email Integration

SOFT SKILLS

- Effective Communication
- Problem Solving
- Time Management
- Team Collaboration
- Adaptability
- Flexibility

COMPUTER SKILLS

- MS Word
- MS Excel
- MS PowerPoint

LANGUAGES

ENGLISH

Fluent

HINDI

Working Proficiency

MALAYALAM

Native language

CAREER SUMMARY

Dedicated Web Developer and SEO Analyst with **nearly 3 years of experience** in designing responsive websites, executing on-page and technical SEO strategies, and managing full-stack development projects. Proficient in WordPress development, UI/UX design, email and hosting integration, and performance optimization. Strong background in Python and Django-based web applications with version control and deployment expertise. Demonstrated ability to improve site visibility, functionality, and user experience through collaborative, detail-oriented development practices.

WORK EXPERIENCE

WEB DESIGNER & SEO ANALYST

KELVIN ALL GRAPHICS HUB PVT LTD, TRIVANDRUM, INDIA

May 2023 – March 2025

- Designed and developed responsive websites using **WordPress**, ensuring cross-browser compatibility and mobile optimization.
- Implemented **on-page SEO strategies** including keyword optimization, meta tags, alt text, and structured data to improve search engine rankings.
- Managed **business profile creation and optimization** on platforms like Google Business Profile to enhance local search visibility.
- Performed **technical SEO audits**, resolved crawl issues, and improved site speed using best practices in web performance.
- Handled **domain registration, hosting setup, and server management** to ensure site uptime and security.
- Integrated **custom email solutions** with domain-based email addresses using tools like cPanel, Zoho Mail, and Google Workspace.
- Collaborated with cross-functional teams to align web design with branding, UI/UX standards, and marketing goals.

WEB DEVELOPER

DX GLOBAL SOFTWARE, KOCHI, INDIA

Nov 2022 – May 2023

- Designed and developed responsive websites using **WordPress**, enhancing user experience and mobile compatibility.
- Ensured **W3C-compliant code** and implemented **SEO best practices** during development for optimal search engine indexing.
- Integrated third-party APIs and plugins for added site functionality such as payment gateways, form handlers, and analytics.
- Conducted **website performance optimization**, including lazy loading, caching configuration, and image compression.

PYTHON FULL STACK DEVELOPER TRAINEE

SPECTRUM SOFTECH SOLUTIONS PVT LTD, KOCHI, INDIA

May 2022 – Aug 2022

- Gained hands-on experience in **full stack web development** using **Python, Django, HTML5, CSS3, JavaScript, and Bootstrap**.
- Utilized **version control** with Git and GitHub for code collaboration and deployment.
- Participated in **Agile development sprints**, contributing to planning, coding, testing, and debugging.

PERSONAL DETAILS

Nationality : Indian
DOB : 04/07/2000
Gender : Male
Passport No : B9376937
Date of Expiry : 29/01/2034
Permanent Address
Hassain Manzil Venga (PO) Sasthamcotta,
Kollam, India 690521

EDUCATION

Bachelor of Computer Applications (BCA) Kerala University – Kerala, India CGPA: 6.2	2018 – 2021
Higher Secondary Education (Science Stream) Government Higher Secondary School, Puthoor. Kerala, India Percentage: 75%	2016 – 2018
High School (SSLC) SMHSS, Kerala, India Percentage: 89%	2016

TECHNICAL EXPERTISE

- Web Development: WordPress, HTML5, CSS3, JavaScript, Bootstrap
- SEO Tools: Google Analytics, Google Search Console, Yoast SEO
- UI/UX Tools: Adobe XD, Figma
- Graphic Design: Adobe Photoshop
- Hosting & Server: cPanel, DNS Management, Domain Setup, SSL Installation
- Email Services: Google Workspace, Zoho Mail, SMTP Setup, Microsoft 365
- Version Control: Git, GitHub
- Web Performance: PageSpeed Insights, GTmetrix
- CMS Tools: Elementor, WPBakery
- Platforms Used: GoDaddy, Hostinger, Bluehost

DECLARATION

Hereby declare that all the details mentioned above are in accordance with the truth and fact as per the knowledge and belief.

HASSAIN ABDUL SALAM