

Balaji N *(FullStack Developer)*

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📍 Dharmapuri, Tamilnadu

🔗 AngamTech

🔄 Krish-Bj

🌐 Balaji BJ

Profile

Full-stack developer with strong expertise in PHP, JavaScript, SQL, and modern UI frameworks, now focusing on building, customizing, and optimizing WordPress websites. Skilled at bridging design and functionality — from creating responsive layouts to integrating APIs — ensuring high-performance, secure, and user-friendly sites. Able to quickly adapt and deliver tailored WordPress solutions using existing development experience.

Experience

12/2023 – Present

Fullstack Developer

Dharmapuri, TamilNadu

Hifi11 Technologies 📄

- Developed and deployed **custom WordPress websites** for small businesses, customizing themes and configuring plugins to meet unique requirements.
- Integrated WooCommerce for e-commerce clients, including payment gateways (Razorpay, PayPal) and shipping modules.
- Migrated websites between hosting providers, ensuring zero downtime.
- Implemented speed optimization techniques (image compression, caching plugins, code minification) to improve Lighthouse scores by up to 40%.
- Collaborated with designers to implement responsive UI with Tailwind CSS and optimized mobile performance.
- Built custom PHP scripts to extend WordPress functionality without heavy plugins.

04/2022 – 07/2022

Digital Marketing Intern

Decconz Pvt Ltd 📄

- Strategized and executed Meta (Facebook & Instagram) Ads campaigns targeting specific demographics and objectives (reach, traffic, leads).
- Designed engaging static and carousel creatives for ad campaigns using Canva.
- Monitored ad performance metrics (CTR, CPC, Reach) and optimized based on A/B testing.
- Collaborated with web development team for landing page optimization.

05/2025

SEO & Google My Business

Dharmapuri

AngamTech

- Implemented on-page SEO techniques including meta tag optimization, keyword integration, internal linking, and image ALT text.
- Enhanced Google My Business (GMB) listings with regular updates, geo-tagged posts, and customer engagement.
- Improved local search visibility and ranking for multiple clients through consistent optimization and review strategies.
- Used tools like Google Search Console and Google Analytics to track and report traffic growth.

2024

Testing (Automation & Manual)

Bangalore

Qspiders-Basavanagudi

Currently learning software testing, focusing on both manual and automation testing. Started with SQL for database validation and Java for automation scripting.

Education

- 2021 – 2025 **BE- Computer Science and Engineering**
Jayam College of Engineering & Technology
- 2021 **Higher Secondary**
Arignar Anna Govt Boys School-Dharmapuri

Skills

Product Development & Full Stack

- PHP, FastAPI, HTML/CSS
- MongoDB, MySQL, Firebase
- REST APIs, Authentication, Authorization
- File Uploads (Multer, Cloudinary), Admin Panel Integration

SEO & Local Marketing

- On-Page SEO
- Google My Business Optimization
- Keyword Research & Competitor Analysis
- Google Search Console & Analytics

Soft Skills & Collaboration

- System Thinking
- Independent Decision Making
- Agile Communication
- Product-Market Fit Awareness

Design & Content

- Canva, Photoshop
- Social Media Creatives
- Poster & Banner Design
- Content Writing (Captions, Ad Copies)

Tech Architecture & Tools

- GitHub, Postman, VS Code, JSON, JWT
- Deployment: Netlify, Vercel, Render, Railway
- Shopify Customization (basic), Firebase Hosting

Digital Advertising

- Meta Ads (Facebook & Instagram)
- Ad Budgeting, Audience Targeting
- A/B Testing & Analytics

Relevant Skills

- **WordPress:** Theme customization (Elementor, GeneratePress, Astra), plugin setup/configuration, WooCommerce integration, site migration, performance optimization, security hardening, hosting setup (cPanel, Plesk), SEO best practices.
- **Backend:** PHP, MySQL, REST API development, authentication systems, server configuration.
- **Frontend:** HTML5, CSS3, Tailwind CSS, JavaScript (ES6+), responsive & cross-browser design.
- **Tools:** Git/GitHub, VS Code, WP-CLI, Composer, npm, Trello/Jira.
- **Other:** Third-party API integration, payment gateway setup, Google Analytics & Search Console.

Certifications

Hubspot Academy - SEO Certification

FreeCodeCamp Web Development Certification

Successfully completed the comprehensive web development course, mastering HTML, CSS, JavaScript, and front-end development

Data Science Certification-Basics

Acquired foundational skills in data analysis, data cleaning and data science methodologies

Digital Marketing Certification

Learned key concepts and strategies in digital marketing, including SEO, content marketing, and social media marketing.

Basic Git and GitHub Certification

Gained proficiency in version control systems, including repository management, branching, and collaboration workflows.

NCC 'C' Certificate with Grade -"A"

Achieved an 'A' grade in the National Cadet Corps (NCC) 'C' certificate exam, demonstrating leadership, discipline, and commitment.

Projects

AngamTech Official Website [↗](#)

HTML, CSS, JS and Tailwind

Angamtech — Official company website built with HTML, CSS and vanilla JavaScript; responsive design, content-driven pages, contact form integration, performance and SEO optimizations.

MagaicalEvents

Tech Stack: Wordpress, Elementore pro, woocommerce

Designed and developed a dynamic event management website using WordPress. Customized theme and plugins to showcase upcoming events, photo galleries, and booking forms. Integrated WooCommerce for ticket sales and secure payments. Optimized for mobile responsiveness, SEO, and fast loading.

RiyaGlow Naturals [↗](#)

Tech Stack: Wordpress, Elementore pro, woocommerce

Designed and developed a dynamic Ecommerce website using WordPress. Customized theme and plugins to showcase beauty products Integrated WooCommerce for product sales and secure payments. Optimized for mobile responsiveness, SEO, and fast loading.

Meta Ads Campaigns – Deconz Pvt Ltd

- Ran targeted ad campaigns with conversion tracking.
- Achieved a 25% reduction in CPC through optimized ad creatives and audience testing.

Personal Branding Content Creation

- Designed posters and social media templates for college events and small businesses.
- Created digital flyers and reels to increase reach and interaction.

Languages

- Tamil
- Telugu
- Hindi
- English

Interests

Tech StartUps • Video & Photo Editing • Chess • Movies • Anime • Web Series • Crafts

Volunteering

Ministry of Defense - India

Sergeant, National Cadet Corps (NCC)

- Demonstrated strong leadership skills by managing and mentoring junior cadets during drills, training sessions, and events.
- Organized and led team-based physical training exercises and national-level camps, promoting discipline and collaboration.
- Successfully executed community service initiatives, contributing to social awareness and civic responsibility.
- Recognized for excellent time management, team coordination, and performance under pressure during parades and field operations.
- Actively involved in the planning and execution of NCC drills, cultural programs, and inter-college competitions.