# SANVEER SINGH

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## PROFILE

A motivated frontend developer with 1.5 years of experience, transitioning from a background in digital marketing. Skilled in HTML, CSS, JavaScript and responsive design, with a keen eye for user experience. I am eager to apply creative problem-solving and digital strategy skills to build engaging web applications.

## EDUCATION

**DE MONTFORT UNIVERSITY**                                                                           Leicester
Computer Science BSc (Hon)                                                                            2015-2020
Grade: 2:1

## EXPERIENCE

**REKALL CONSULTING**                                                                              Birmingham
Wordpress Developer                                                                        Oct 2022 – Feb 2024
- Led a complete website revamp, improving design, functionality, and user experience using WordPress, resulting in a 25% increase in user retention and a more modern, responsive site.
- Optimised website speed and performance, reducing average load times by 40%, which improved overall user engagement.
- Utilised and customised WordPress plugins to enhance site functionality ensuring a seamless user experience.
- Improved conversion rates by 20% through strategic website improvements, including better navigation, optimised calls-to-action, and enhanced mobile responsiveness.

Digital Marketing                                                                         Oct 2022 – Feb 2024
- Managed and optimised LinkedIn presence, increasing followers by 300% within 6 months through posts and engagement.
- Designed and executed digital marketing campaigns, achieving a 30% increase in lead generation and an improvement in brand awareness, as measured by website traffic and social media reach.
- Analysed metrics to optimise performance and drive continuous improvement in engagement and conversions.

**KHALSA LEARNING HUB**                                                                               Remote
Web Design Intern                                                                         Aug 2021 – Oct 2021
- Analysed client briefs and inquired about their business/user objectives.
- Developed designs to help the client understand the desired user experience: flows, wireframes and prototypes.
- Researched competitor websites to evaluate their strengths and weaknesses and to understand the common design principles.

## TECHNICAL SKILLS

**Languages:** HTML, CSS, JavaScript, C#
**Frameworks:** React, Bootstrap, Semantic UI
**CMS:** Wordpress, Webflow, Squarespace, Framer
**Tools:** Git, VS Code, Figma, Adobe Photoshop, Adobe After Effects, Semrush, Canva, Microsoft Office

## ADDITIONAL

**Spoken Languages:** English, Punjabi and Hindi
**Certifications & Training:** Purple Beard frontend bootcamp, WordPress Masterclass with SEO, Digital Marketing Training