

# Keerthana B

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## OBJECTIVE

Results-driven IT engineering graduate with hands-on experience in **front-end development** using HTML, CSS, JavaScript, and responsive design principles. Skilled in building dynamic, user-friendly websites and optimizing performance. Familiar with frameworks like Bootstrap and version control tools like Git. Eager to contribute to innovative web solutions and grow within a collaborative, tech-driven environment.

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## SKILLS

**Frontend Technologies** HTML, CSS, JavaScript

**Frameworks** React (basic), Angular (learning)

**UI/UX Optimization** Responsive design, cross-browser compatibility **Version Control** Git, GitHub

**Database** SQL

**Soft Skills** Problem-solving, analytical thinking, communication, teamwork

**Work Style** Comfortable with remote collaboration and Agile environments

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## INTERNSHIP EXPERIENCE

**Web Development Internship** @ Virtual Tech Services Pvt. Ltd.

**Jun 2023 - Jul 2023**

- Developed and optimized landing pages to improve customer engagement and conversions.
- Gained exposure to front-end technologies and modern deployment tools.
- Collaborated with the marketing team to improve the user experience of the website.

**Mobile Application Developer Intern** @NISC

**Jun 2024 - Jul 2024**

- Built a real-time Android application to display current and 5-day weather forecasts using the OpenWeatherMap API.
- Implemented features such as city-based search, location-based weather updates, and animated UI elements.
- Detailed data displayed, including temperature, humidity, and wind speed in a clean, responsive layout.

**Marketing Intern** @Tringapps Research Labs Pvt. Ltd.

**Apr 2025 - Jul 2025**

- Worked on WordPress backend to manage SEO-related content and optimize pages for better visibility.
  - Built high-quality backlinks through targeted strategies to improve domain authority.
  - Learned and applied lead generation techniques using platforms like Apollo and LinkedIn.
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## PROJECTS

**E-commerce Store**

**Technologies:** HTML, CSS, and JavaScript

- Create a basic e-commerce store where users can browse products, view details, and add products to the cart.
- Java will handle the shopping cart and payment processing.
- During checkout, users provide their address and payment information. The back-end handles order validation and stores order data in a database

**Customer Analytics Dashboard for Business Growth**

**Technologies used:** Power BI, SQL, Python

- Developed an interactive dashboard to track customer engagement, sales trends, and revenue.
- Used Power BI to visualize customer retention rates and business performance metrics.
- Provided insights that helped improve marketing strategies and increase sales by 20%.

## EDUCATION

**Prathyusha Engineering College** (B.TECH - Information Technology)

**Aug 2021 – Apr 2025**

CGPA: 8.3

**Gnana Vidyalaya Higher Secondary School** (Biology Maths - 12th)

**Jun 2020 – May 2021**

Percentage: 78

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## CERTIFICATIONS

- Data Analytics -Capgemini
- Business Development & Sales Certification - Udemy
- Web Development Bootcamp - Coursera
- Data Analytics - NoviTech
- Python - Infosys Springboard