



# SAJITH ER

WEB DEVELOPER | POWER BI | DIGITAL MARKETING

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## SUMMARY

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Lead Generation & Growth Systems Specialist with 6+ years of experience building high-converting websites and data-driven marketing systems that attract and capture qualified leads. Skilled in turning traffic and raw data into actionable insights using SEO strategies, analytics, Power BI, DAX, Power Query, and data modeling. Proven ability to translate business goals into lead generation funnels, tracking systems, and dashboards that improve marketing performance and drive business growth.

## SKILLS

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Lead Generation Strategy, Conversion Optimization, SEO & Organic Growth, Digital Marketing Analytics, Power BI, Data Modeling, Star Schema Design, DAX Measures & Calculated Columns, Power Query, Data Cleaning & Transformation, Dashboard Design & Data Visualization, Automation & Systems Design, Project Management, Client Communication, WordPress Development, WooCommerce & E-Commerce Systems, REST API Integration, HTML5, CSS3, JavaScript, PHP, MySQL, Responsive & Mobile-First Design, UI/UX Implementation, Website Performance Optimization, Hosting & Server Management, Domain & DNS Configuration.

## WORK EXPERIENCE

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**Web Development Intern, Thallium Consulting – Dubai, UAE** **Jan 2026 - Mar 2026**

Completed a hands-on internship working on international web development projects for global clients. Contributed to the development and optimization of the official PSG Football Club Academy website, supporting performance improvements, user experience enhancements, and content updates. Collaborated with a multicultural team and gained experience working across six country-specific websites, adapting digital solutions for different regional requirements. Worked closely with colleagues from multiple countries, strengthening cross-cultural communication and teamwork while delivering high-quality web solutions.

- Assisted in development and optimization of the official PSG Football Club Academy website.
- Contributed to website updates and improvements across 6 international country websites.
- Collaborated with cross-functional teams and international colleagues on global digital projects.
- Supported performance, UI/UX improvements, and website functionality enhancements.

**Web Developer, Coolman Innovations** **Feb 2025 - Nov 2025**

Spearheaded web development projects prioritising responsive design, performance, and SEO. Built and maintained WordPress-based websites and web applications aligned with business objectives.

- Built high-performance websites with a focus on speed, SEO, and data-driven improvements.
- Implemented reporting frameworks to monitor traffic, user behavior, and conversions.
- Improved decision-making by setting up analytics dashboards and data tracking systems.

**Freelance Web Developer, Freelance** **Jun 2019 - Present**

Developed and launched 70+ freelance projects, encompassing business websites, eCommerce platforms, and portfolio sites. Delivered comprehensive solutions from design to deployment, ensuring post-launch support for clients.

- Delivered 70+ digital projects including business websites, eCommerce systems, and dashboards.
- Integrated analytics tools (GA, GSC, Hotjar) to track performance and user behavior.
- Managed end-to-end client reporting, including KPI dashboards and performance summaries.

## **Marketing Manager, White Track Technologies**

**Aug 2024 - Feb 2025**

Oversaw digital marketing strategies to boost brand visibility and lead generation. Partnered with development team to enhance user experience and optimise website conversions.

- Led analytics-driven marketing strategies to increase brand visibility and conversions.
- Used data insights to optimize campaigns, improve website funnel performance, and track KPIs.
- Built analytical dashboards for performance monitoring and decision-making.

## **Wordpress Developer, Moondroo Web Services**

**Nov 2023 - Aug 2024**

Developed custom WordPress themes and plugins for various clients. Ensured all websites adhered to industry standards for accessibility and performance.

- Developed customized solutions for client websites and integrated analytics reports.
- Optimized performance using data analysis and automated reporting insights.
- Collaborated with clients to refine project requirements.

## **System Architect, TryOnce Agro Pvt Ltd**

**Aug 2021 - Jun 2023**

Designed and implemented a digital system for internal operations and logistics management. Automated key workflows, enhancing cross-departmental efficiency.

- Designed and implemented internal digital systems to manage logistics, sales, and operations.
- Built data workflows that improved cross-department efficiency by automating manual processes.
- Created dashboards and reporting structures that helped leadership track daily performance.

## **Creator, Sreesilpam Wedding Events**

**Oct 2021 - Mar 2022**

Developed branding and digital assets for wedding events. Established a compelling visual identity for both online and offline brand presence.

- Designed branding and created data-backed content strategies to improve event outreach.
- Used analytics to understand audience behavior and optimize marketing efforts.

## **EDUCATION**

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### **Bachelor of Computer Application**

NASC, Coimbatore  
2016 - 2019

### **Higher Secondary Education**

RPMHSS, Palakkad  
2014 - 2016

### **SSLC**

RPMHSS, Palakkad  
2014

## **CERTIFICATIONS**

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### **Google DigitalMarketing Fundamentals**

Google Digital Garage, 2025  
Mode of learning: Project based (Online)

### **SEO Training Course**

Hubspot, 2022  
Mode of learning: Online

### **Power BI**

Microsoft Learning Path, 2022  
Mode of learning: Online