

KRISHNAMOORTHY R

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Career Objective

Devoted MERN Stack Developer with hands-on experience in digital marketing and web development. Proven ability to develop user-friendly, scalable web applications and run performance-driven digital advertising campaigns. Proficient in both front-end and back-end technologies, with a continuous drive to learn and grow. Eager to enhance my skills in full-stack development and digital strategy while contributing to a growth-focused team.

Technical Skills

Languages & Front-End: HTML5, CSS3, JavaScript, Bootstrap, React.js

Back-End & Database: Node.js, Express.js, MongoDB

Version Control & Tools: Git, Postman, Netlify, Canva, ChatGPT, Bing AI, Google Gemini

Soft Skills

Team Collaboration — Quick Learner — Adaptability — Problem-Solving — Time Management

Projects

KidShop – Full-Stack E-Commerce Platform (MERN)

kid-shop.vercel.app

A mini e-commerce web application developed using React, Node, Express, and MongoDB. Implemented product listing, filtering, shopping cart, authentication, and dynamic discount logic. Designed UI with React Router for seamless navigation. Integrated backend APIs and MongoDB collections for products, users, and orders. Focused on UX with personalized product suggestions and localStorage-based cart handling.

Experience

MERN Stack Internship – CovaiJobs, Coimbatore

(3 months)

Built and contributed to the CovaiJobs Portal using the MERN stack. Developed job listings, authentication, form validation, and dashboards for different user roles (Admin, Employer, Job Seeker). Applied React for the frontend, Node.js and Express for backend APIs, and MongoDB for data storage. Gained hands-on experience working on a live job portal.

Project URL: <https://covaijobs.vercel.app>

Digital Marketing Executive – Publicity Port, Chennai

Sep 2023 – Apr 2024 (7 months)

Managed digital ad campaigns across Facebook, Google, Amazon, Bing, and Walmart platforms. Designed creatives, optimized targeting, tracked performance, and adjusted strategies to increase ROI. Familiar with campaign budgeting, A/B testing, and analytical tools.

Education

B.Sc – Information Technology, GTN Arts College, Dindigul

2020 – 2023

CGPA: 7/10

Certifications

JavaScript – META (Coursera)

Front-End Development – META (Coursera)

React – META (Coursera)

Courses

MERN Stack Development – KGiSL MicroCollege

Trained in building full-stack applications using MongoDB, Express, React, and Node.js. Covered topics such as routing, API design, authentication, and frontend integration.