

# ROHIT KUMAR

Highly proficient software developer with expertise in full-stack development, specializing in ASP.NET and MERN Stack technologies. Strong foundation in both front-end and back-end development, with a versatile skill set to create robust and scalable web applications.

## RESEARCH PAPER

Enhance Data Security in Cloud Computing  
DOI : 10.5281/zenodo.101173

International Journal Of Multidisciplinary Research And Technology, Nov 2023

## EDUCATION

**CMR University, Bangalore Karnataka**

Master of Computer Application

November 2021–February 2024

**1<sup>st</sup> division**

**Magadha University, Bodh Gaya**

Bachelor of Computer Application

June 2017–July 2020

**1<sup>st</sup> Division**

## WORK EXPERIENCE

**Digital Marketing Executive**

[Website](#)

**Info Era Software Services Pvt. Ltd**

March 2024- Till Now

- **WordPress Development and SEO:** Manage website and optimize for search engines.
- **Social Media Management:** Create and manage engaging social media content.
- **Google Ads Management:** Execute and optimize effective Google Ads campaigns.

**Software Developer**

[Website](#)

**e-Retail Pvt. LTD.**

July 2024–July 2023

(2 Months)

### Responsibility:

Designed and developed a comprehensive e-commerce website from scratch using WordPress, ensuring a user-friendly interface and seamless shopping experience for customers.

- **Implemented various e-commerce functionalities** such as product listings, shopping cart, secure payment gateways, and order tracking, resulting in a robust and efficient online store.

## CERTIFICATE

- Advanced Algorithm of Achievement, April 2023
- Digital Marketing Training of Achievement, April 2023
- Spring Boot 3 & Hibernate, Udemy, February 2022

## PROJECT EXPERIENCE

**Digital Marketing Executive**

[Link](#)

**Info Era Software Services Pvt. Ltd.**

February 2024- Till Now

- **Managed and optimized SEO strategies** to improve website ranking and visibility, resulting in a 30% increase in organic traffic over six months.
- Enhancing brand presence and engagement, while also designing compelling graphics and managing Google Ads to drive targeted traffic and conversions.

**e-Retail**

[Link](#)

**e-Retail Private Limited.**

May 2024-july 2024

(3 Months)

- Building the e-Retail website through WordPress from scratch.
- Handling backend development tasks using ASP.NET.

**Ecommerce**

[Github](#)

**CMR University, Bangalore, Karnataka**

August 2023 - November 2023

(4 Months)

- Established an e-commerce website with product selection, cart management, and payment processing.
- Allocated product categorization and related product display using ASP.NET, C#, HTML, CSS, Bootstrap, and MySQL.

## SKILLS

**Languages**

**Technologies**

**Soft Skills**

C#, C, HTML, CSS, Java, JavaScript, C++, PostgreSQL SQL, QBasic

ASP.NET, WordPress, Digital Marketing, Node JS, SpringBoot

Project Management, Problem-Solving, Critical Thinking, Teamwork