

# Poonam Kashide

poonamkashide7@gmail.com | 7083759365 | Portfolio: poonam.io | Pune, India

## Professional Summary

---

Frontend Developer with 1+ years of experience building responsive, SEO-optimized websites and landing pages using HTML, CSS, JavaScript, and React. Skilled in transforming business needs into intuitive user experiences with attention to performance, design, and accessibility.

## Professional Experience

---

### Freelance Frontend Developer

Oct 2024 – Present

Remote

- Built responsive, mobile-first websites for real estate and electrical clients using HTML, CSS, and JavaScript.
- Delivered a branded business website for SafePower Electricals, boosting local search visibility.
- Created UI layouts and marketing visuals using Figma and Canva.
- Applied SEO best practices and optimized website performance for speed and usability.

### Junior Frontend Developer

Jan 2023 – Sep 2024

Pride Lifestyle Homes, Pune

- Developed and maintained high-converting property landing pages, increasing lead generation by 25%.
- Implemented on-page SEO strategies using Google Search Console to improve website visibility.
- Set up ad tracking with Google Analytics and Meta Pixel for performance monitoring and audience insights.
- Designed digital creatives and optimized user interface layouts for enhanced engagement and usability.

## Projects

---

### E-commerce Web App

- Built a full-stack e-commerce site with user authentication, product pages, shopping cart, and order tracking.

### Real Estate Landing Pages

- Created multiple high-converting landing pages for property listings and lead generation focused on SEO.

### SafePower Electricals Website

- Designed and developed a business website showcasing services, map location, and contact form.

## Education

---

### B.E. in Electrical and Electronics Engineering

Nov 2020

MIT, Aurangabad

## Certifications

---

Diploma in Full Stack Python | Firstbit Solutions

Dec 2022

React Training | Internshala

Aug 2022

Foundations of Digital Marketing | Hubspot Academy

Nov 2021

## Skills

---

**Frontend:** HTML5, CSS3, JavaScript, React, Bootstrap, Tailwind CSS

**Backend & Tools:** Django, MySQL, Git, GitHub, VS Code, Figma, Canva, Photoshop

**Marketing:** Google Ads, Meta Ads, SEO Implementation, Google Analytics, Meta Pixel, Google Search Console

## Additional Experience

---

### Founder – Poonam Electricals

Jan 2025 – Present

- Obtained an Electrical Contractor License from the Government of Maharashtra.
- Manage licensing agreements by partnering with electrical contractors; earn a commission from completed projects.
- Delivered technical documentation including a Single Line Diagram (SLD) for the 33/11 KV Limbala substation.