LAKSHMI UNNIKRISHNAN

Front-End Developer + Digital Marketer | React.js, Next.js | SEO & Analytics

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PROFESSIONAL SUMMARY

Front-End Developer and Digital Marketer with 3+ years of experience building and improving websites and web apps. Uses SEO, analytics and clean code to help sites get found and get results. Built dashboards for ADNOC's ADRS platform at Rejlers, an AI image editor used by 10,000+ users at Bluehour, and grew organic traffic by 30% on a real estate site. Runs two own sites: lakshmiunni.com (developer) and lakshmimarketer.com (marketing). Completing a KHDA-approved Digital Marketing certification (in progress).

TECHNICAL SKILLS

- **Front-End Development:** React.js, Next.js, TypeScript, JavaScript (ES6+), HTML5, CSS3, Tailwind CSS, Bootstrap, Material UI, Figma
- **Web Performance:** Core Web Vitals, Lighthouse, Lazy Loading, Code Splitting
- **SEO & Analytics:** Technical SEO, On-Page SEO, Keyword Research, GA4, Search Console, Schema Markup, Yoast SEO
- **Digital Marketing:** Content Marketing, SEO Copywriting, Email Marketing (HubSpot certified), AI Search Visibility (GEO),wthsapp API
- **Currently Learning (KHDA-approved Skillmount course):** Meta Ads (Facebook & Instagram), Google Ads, Canva, Elementor, WooCommerce, CapCut
- **CMS & Tools:** WordPress (own sites), Shopify,woocommerce, Figma
- **AI Tools:** ChatGPT, Claude, Gemini, GitHub Copilot

PROFESSIONAL EXPERIENCE

Digital Analyst (Front-End / AI) – Rejlers International Engineering Solutions (Abu Dhabi | March 2025 – August 2026)

- Built React.js dashboards (REST APIs) for QHSE, ADRS and AI analytics systems, showing live compliance and KPI data.
- Worked on ADRS (Autonomous Deliverable Review System) for ADNOC, building the screens for engineering drawing (P&ID) review.
- Reduced engineering drawing manual review time from 4–6 hours to 3–5 minutes (~90% efficiency improvement).

Front-End Engineer – Kapreign Pvt. Ltd. (India — UAE Clients | July 2024 – January 2025)

- Developed responsive web applications for travel, wellness, and Ayurvedic tourism using React.js and REST APIs.

React Developer – Maple Tech Space Pvt. Ltd. (India | August 2023 – April 2024)

- Developed real estate web applications using React.js, TypeScript, and Next.js.
- Optimized performance to Core Web Vitals (CWV v2) standards.
- Improved Lighthouse scores via lazy loading and code-splitting.
- Built dynamic marketing websites and landing pages; boosted organic traffic by 30% through SEO-optimized architecture.

Front-End Engineer – Bluehour Technologies Pvt. Ltd. (India | April 2022 – April 2023)

- Built interactive UI with React.js and TypeScript for an AI image editor used by 10,000+ users.
- Added AI features such as auto-enhancement and smart positioning.
- Shipped as a Shopify plugin; learned Shopify themes and Liquid.

LIVE PROJECTS — DEVELOPMENT & DIGITAL MARKETING PORTFOLIOS

lakshmiunni.com — Developer portfolio (WordPress) | Front-end, Technical SEO & Performance | view live site

- Designed, built and maintain this WordPress portfolio from scratch, with responsive design and fast load times.
- Set up technical and on-page SEO (Yoast, schema, sitemaps, internal links) and reached a Lighthouse SEO score of 100.
- Digital marketing portfolio: lakshmimarketer.com — Digital Marketer · Digital Analyst. Services, toolkit and blog on SEO, email marketing and analytics; campaign case studies added as completed.

CERTIFICATION

MERN/MEAN Stack web development (NACTET)

HubSpot SEO & Email Marketing

GA4 (Skillshop)

Advanced Digital Marketing, KHDA-approved — Skillmount (In Progress)

EDUCATION

MSc Computer Science (2019)

BSc Physics (2017) — Calicut University, India