

DEVISHREE RAJAMAHENDRAN

Digital Marketing & Web Content Specialist

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PROFESSIONAL SUMMARY

Google Digital Marketing & E-commerce certified professional who pairs hands-on SEO, content, and e-commerce marketing experience with a front-end development background in Angular, JavaScript, TypeScript, HTML5, CSS3, and Bootstrap. Built and grew e-commerce brands on Redbubble and Etsy, publishing over 2,100 products and 1,000+ original designs while driving SEO-optimized listings and social media growth. Prior experience building responsive web and mobile applications in Agile healthcare and telecom environments gives an added edge for web content, on-page SEO, and digital marketing roles that call for technical fluency with websites and CMS platforms. Seeking entry-level opportunities in Digital Marketing, Web Content, SEO, or Marketing Coordination.

CORE SKILLS

Marketing & E-commerce: SEO • Keyword Research • On-Page SEO • Content Marketing • Social Media Marketing • E-commerce (Redbubble & Etsy) • Product Listing Optimization • Branding • Market Research

Web Development: HTML5 • CSS3 • Angular (7+) • Bootstrap • JavaScript • TypeScript • REST APIs • JSON • WordPress

Tools & Platforms: Canva • Google Workspace • Microsoft Office • Google Analytics (Fundamentals) • CRM Fundamentals • Agile • Jira • Azure DevOps • Git

Other: Performance Analysis • Reporting • Stakeholder Management • Customer Service

CERTIFICATIONS

Google Digital Marketing & E-commerce Professional Certificate (Coursera) — [View credential](#)

PROJECTS

Founder & Digital Marketing Manager — MAPDDesigns (Redbubble & Etsy)

- Created 1,000+ original digital designs and published 2,100+ products (2,000+ on Redbubble, 100+ on Etsy).
- Generated 5,000+ Redbubble store views and 64 Etsy store visits, achieving 199 Redbubble sales and 1 Etsy sale through SEO-driven product optimization.
- Optimized product titles, descriptions, and tags using keyword research and SEO best practices; best-selling categories include stickers and t-shirts.
- Managed the MAPDDesigns Instagram/social media presence to promote products and strengthen brand awareness.
- Designed marketing assets and product mockups in Canva while monitoring trends to identify profitable niches.

PROFESSIONAL EXPERIENCE

Supervisor — Lees Donuts

June 2024 – June 2026

- Supervise daily operations, staff scheduling, inventory management, and customer service.
- Train employees and improve operational efficiency.

Technology Analyst — Infosys

July 2022 – October 2023

- Developed and maintained responsive web and mobile application interfaces for healthcare clients using Angular 7+, JavaScript, TypeScript, HTML5, CSS3, and Bootstrap.
- Integrated REST APIs and JSON data services to deliver dynamic, content-driven front-end features.
- Worked in Agile teams, managed documentation, coordinated stakeholders, and supported software delivery.

Software Engineer — Tech Mahindra

September 2018 – June 2022

- Built and maintained web and mobile application front ends for telecom clients using Angular, JavaScript, TypeScript, HTML5, CSS3, and Bootstrap.
- Collaborated with cross-functional teams on requirements, testing, documentation, and project workflows.
- Consumed REST APIs and JSON data to implement UI features and content updates across web platforms.

EDUCATION

Bachelor of Engineering, Computer Science

Saveetha Engineering College, Chennai, India — 2017