

# DELJO ABRAHAM

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A skilled Web Developer with over 2 years of experience in web development, specializing in building dynamic, user-friendly websites using PHP, MySQL, HTML, CSS, and JavaScript. With a solid foundation in full-stack development, successfully developed and maintained web applications using frameworks like CodeIgniter and Laravel. Alongside technical expertise, holds a Master's degree in Digital Marketing, which enables the integration of SEO strategies, social media marketing, and data-driven digital campaigns to optimize user engagement and enhance online visibility.

## EXPERIENCE

### Team Leader/Supervisor

June 2023 – October 2024

KFC Queensferry - Station Road

- Supervise daily operations, including food preparation, customer service, inventory management, and maintaining cleanliness and safety standards.
- Implement and monitor employee training programs to ensure adherence to KFC's service standards, food safety regulations, and operational policies.
- Conduct performance reviews, provide feedback, and foster a positive team culture to enhance staff motivation and retention.
- Resolve customer complaints and issues promptly, ensuring customer satisfaction and loyalty, contributing to brand reputation.
- Manage stock levels, place orders, and ensure proper handling of food and materials to reduce waste and optimize inventory management.
- Ensure compliance with health and safety standards, including food safety protocols and workplace safety regulations.
- Monitor and control costs, including labor, food, and supplies, to ensure profitability and meet budget targets.
- Monitor customer feedback through digital platforms to optimize customer experience and drive customer loyalty programs.

### PHP Web Developer/ Digital Marketing Intern

Internetever Technologies FZE

February 2021 – January 2022

- Led the troubleshooting, upgrading, and debugging of existing PHP applications, ensuring that all systems met the required specifications and performance standards.
- Utilized CodeIgniter, PHP, MySQL, and JavaScript for full-stack web development, integrating front-end and back-end solutions.
- Designed and integrated dynamic web pages with responsive design and cross-browser compatibility to enhance user experience across multiple platforms.
- Implemented SEO best practices to improve website rankings and user engagement.
- Applied social media integration and online advertising strategies to increase user traffic and engagement.
- Conducted testing and user behavior analysis to optimize digital content and drive conversion rates.

### Junior PHP Developer

November 2019 – December 2020

Wahy Lab Solutions

- Collaborated with cross-functional teams to design algorithms, flowcharts, and data structures for efficient web application development.
- Verified and deployed PHP-based programs and systems, ensuring optimal performance and security through rigorous testing.
- Contributed to the development of dynamic websites using PHP, HTML, CSS, and MySQL, enhancing user experience and optimizing for scalability.

- Enhanced website features through front-end and back-end development, improving functionality and user interaction.
- Implemented SEO strategies to increase organic traffic to websites and enhance search engine visibility.
- Applied Google Analytics to track user behavior and identify opportunities for digital marketing improvements.

## EDUCATION

### Master of Digital Marketing

- University of Chester, United Kingdom | March 2023 – April 2024

### Bachelor of Computer Application (BCA)

- Kannur University, Kerala, India | 2016 – 2019

### Plus Two (Computer Science)

- SJHSS Vayattuparamba, Kerala, India | 2014 – 2016

## CERTIFICATIONS

- Python Programming with Django Framework
- PHP Programming with CodeIgniter Framework & Basics of WordPress and Laravel Framework

## PROJECTS

### Circuit Wheelz – [[www.circuitwheelz.com](http://www.circuitwheelz.com)]

- Developed a dynamic website for a bicycle shop using the CodeIgniter framework. Features include booking bicycles, purchasing parts, event booking, and payment system.

### Mendhan Medicals – [[www.mendhanmedicalcenterrak.com](http://www.mendhanmedicalcenterrak.com)]

- Created a simple dynamic website for a medical center to provide details about available doctors, services, and other basic information.

### ABTech Engineering Inc – [[www.abtechengineering.com](http://www.abtechengineering.com)]

- Built a dynamic website for a US-based construction company using the CodeIgniter framework, showcasing the company's services and projects.

## SKILLS

- Programming Languages: PHP, C, C++, Python
- Web Development: HTML, HTML5, CSS, Bootstrap, JavaScript
- Frameworks: CodeIgniter, Laravel, WordPress
- Database: MySQL, MySQL Server
- Full-Stack Development: Front-End & Back-End Integration
- Troubleshooting & Debugging: Bug Fixing, Code Debugging
- Development Tools: XAMPP, WAMP, Visual Studio Code
- Digital Marketing: SEO, Social Media Marketing, Google Analytics, A/B Testing, Online Advertising, Content Strategy
- Customer Support: Customer Relationship Management (CRM), Ticketing Systems, Customer Feedback, Issue Resolution
- Supervisor Skills: Team Leadership, Staff Training, Performance Reviews, Conflict Resolution, Customer Satisfaction Management