LIJU SARA MATHEW

**Email**: lijusarah97@gmail.com **Location**: Dubai **Phone**:0561865583

# SUMMARY

Versatile and results-driven professional with around 2 +years of experience spanning PHP development, digital marketing, data entry & operations, and HR administration. Proven ability to manage and support technical and administrative functions in dynamic work environments. Adept at developing and maintaining web applications, driving online marketing campaigns, managing organizational data efficiently, and supporting HR operations. Known for strong problem-solving skills, adaptability, and effective team collaboration. Proficient in maintaining accurate records, implementing document control procedures, and ensuring compliance with organizational and regulatory standards. Skilled in using document management systems (DMS) and software such as MS Office tools. Committed to supporting operational efficiency and continuous improvement through effective documentation practices.

# CORE SKILLS

* PHP & CodeIgniter Development
* Custom CMS & CRM Systems
* Front-End Technologies (HTML5, CSS3, JS, jQuery, AJAX)
* MySQL Database Management
* SEO & Blog Optimization
* Social Media & Digital Campaigns
* Data Entry & Administrative Support
* HR Operations & Staff Coordination
* Website & Performance Optimization
* API Integration & Version Control (Git)
* MS Office & Documentation
* Communication & Team Collaboration EXPERIENCE
1. PHP Developer

*Igen Software, Trivandrum*

* + Developed and maintained custom web applications and CMS solutions using PHP and CodeIgniter.
	+ Integrated third-party APIs and improved application performance and scalability.
	+ Collaborated with front-end developers .
	+ Conducted testing and debugging to ensure functionality and security.
1. PHP Developer

*Nesote Technologies, Infopark*

* + Built and optimized e-commerce platforms and internal CRM systems.
	+ Implemented responsive web design and handled bug fixes and updates.
	+ Participated in database design and managed version control using Git.
1. Digital Marketing Executive

*Vintbit Info Digital Solutions*

* + Executed SEO strategies and managed social media campaigns.
	+ Conducted keyword research, blog optimization, and performance tracking.
	+ Assisted in email marketing, content creation, and analytics reporting.
1. HR & Operations Assistant (Part-Time Roles)

*Vintbit Info Digital Solutions*

* + Supported daily HR operations, data entry, and staff onboarding.
	+ Maintained personnel records and assisted with scheduling and coordination.
	+ Handled documentation and communication between departments.

# EDUCATION

Graduate Degree *2015 – 2018*

Bachelor of Technology in Computer Science

Senior School *2013 - 2015*

Gulf Model School, UAE

# LANGUAGES

# English

# Malayalam

# Hindi

# Tamil

# DECLARATION

I do hereby declare that above furnished information is true to the best of my knowledge and belief and I bear the responsibility for the correctness of the above-mentioned particulars.