Saurabh Varughese M. Kovoor

Software Developer/Engineer

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RELEVANT WORK EXPERIENCE

Pletaura   Dec 2019 - Present
Founder and Manager
- Developed (HTML, CSS, Javascript, PHP, WordPress), hosted, and designed the website and its assets, including logos.
- Using SEO knowledge, the website grew from 0 to 200,000 average visits a month within a year, where a majority of traffic is organic or through search, according to Google Analytics.
- Formulated the website's content marketing strategy by determining the specific high-volume and low-competition keywords to target for the tech niche.
- Set up the monetisation plan through display advertising and affiliate marketing by partnering with advertising partners and establishing affiliate partnerships (NordVPN, Grammarly, Amazon Affiliates, Malwarebytes, etc.).
- Outsourced writing and editorial tasks to writers and editors and trained them to produce quality articles that fit Pletaura's niche and for optimal SEO. Team members are provided with prepared briefs and instructions beforehand.

GuidingCode   June 2021 - Present
Founder and Manager
- Developed (HTML, CSS, Javascript, PHP, WordPress), hosted, and designed the website and its assets, including logos.
- Formulated the website's content marketing strategy by determining the specific high-volume and low-competition keywords to target for the programming and software development niche.
- Outsourced writing and editorial tasks to writers and editors and trained them to produce quality articles that fit GuidingCode's niche and for optimal SEO.

Yves Media   Dec 2022 - Mar 2023
Software Development Intern
- Developed (HTML, CSS, Javascript, PHP, WordPress), hosted, and designed client website and its assets, including logos.
- Acquired essential skills in technical SEO, including optimizing HTML meta tags and descriptions, minimizing page size, and implementing CSS and JS code minification. Setting up Email hosting, SMTP, and DNS configuration through Cloudflare. Handled the migration of site files using FTP with FileZilla to a Digital Ocean server.
- Worked on a content management system project with TypeScript, GraphQL, and Node.js for the backend development, HTML, Tailwind CSS, and JavaScript for the frontend.

SolvingWP   Jan 2021 - June 2021
Co-Founder and Manager
- Worked together with my business partner to develop and design this website.
- Performed on-page SEO and site performance optimisations.
- Performed copywriting. For example, I've written all the sections on the Services page, guiding site visitors through our company's WordPress-related services.
- Rebranded to GuidingCode in June 2021, to cover a broader niche and offer a more diverse range of content.

SKILLS

- Backend Languages: Python, Java, Scala, Javascript, Typescript, PHP, Go, Rust, SQL, Liquid (Shopify)
- Backend Frameworks: Node.js, Express.js, Django, Next.js, WordPress REST API
- Backend Databases: MySQL, PostgreSQL, MongoDB, Redis, Oracle SQL DBMS
- Backend API, Authentication: Postman, JSON, XML, GraphQL, OAuth 2.0, JWT
- DevOps: AWS, DigitalOcean, Firebase, Docker, Jenkins, GitHub Actions, Vercel, Serverless Architectures
- Version Control: Git, GitHub, GitLab, BitBucket
- Testing: Chrome DevTools, Cypress, Selenium
- Frontend Languages: HTML5, CSS3, JavaScript

- Frontend Frameworks: React.js, Svelte, Vue.js, JQuery, Bootstrap, TailwindCSS, MaterialUI, Redux, Context API
- SEO: Link Building, On-Page SEO, Technical SEO, Keyword Research, Content Marketing, Local SEO, Google Analytics, Google Search Console
- Data Science, Machine Learning, Computer Vision: Scikit-Learn, Keras, TensorFlow, PyTorch, Pandas, NumPy
- Other Related Skills: Linux, Figma Adobe XD, Photoshop, Illustrator, Premiere Pro, Canva, Inkscape
- Languages: English, Bahasa Malaysia, Malayalam
- Soft Skills: Public speaking, Leadership and management capabilities

(For the complete list, visit https://www.saurabhkovoor.com/about)

EDUCATION

Lancaster University/Sunway University
Bachelor of Science in Computer Science (Honors) CGPA: 3.83/4.00   Graduated in July 2023

Courses: Artificial Intelligence, Computational Intelligence, Data Structures and Algorithms, Computer Vision, Distributed Systems, Object Oriented Programming, Web Development, Database Management Systems, Data Mining, Software Engineering, Computer Networks

PROJECT EXPERIENCE

Project CMS Uploader (Yet to be released for public use)
- Developed an innovative web dashboard leveraging the WordPress REST API and MERN stack for streamlined content management. Extracts documents from Google Docs and other sources, optimizing them for WordPress and other CMS platforms.
- Implemented advanced image editing, AI-powered generations, and bulk content optimization features and designed a user-friendly interface for content managers and writers.

Project WordPress Image Editor (Yet to be released for public use)
- Engineered a dynamic WordPress plugin to enhance image editing within WordPress, compatible with classic and block editors using JQuery, PHP, and JavaScript.
- Integrated features for easy image title, alt text, dimension, and alignment modification, including a bulk editing option for efficient workflow, prioritizing ease of use and compatibility.

Heart Disease Prediction System and Web Application (Extensive Documentation and Source Code Available)
- Developed and tested nine machine learning models and neural network algorithms using Python and libraries like Scikit-Learn and Keras on a heart disease dataset, focusing on preprocessing, feature selection, and model tuning.
- Built and deployed a Django-based web application to AWS, integrating HTML, CSS, and JavaScript for the frontend.

Sky Detection and Segmentation Computer Vision Algorithm (Extensive Documentation and Source Code Available)
- Developed and implemented using Python and OpenCV and tested and validated (using intersection-over-union) based on its performance on a dataset of outdoor images (SkyFinder dataset).
- Achieved through obtaining the gradient and energy information of the image. Achieved through finding the optimal horizon line that separates the sky and ground (non-sky regions), which possesses the highest energy/gradient value or most rapid change in intensity.

N-Queens Problem Simulation (Extensive Documentation and Source Code Available)
- Developed and implemented using only Python, with depth-first search (path-finding) and backtracking if a solution cannot be reached.
- Implemented the visualisation of the chessboard, the queen placements, and the solutions to be displayed within the command line interface.

(More projects on GitHub, https://github.com/saurabhkovoor, and detailed at https://www.saurabhkovoor.com/projects)

HONORS AND AWARDS

Jeffrey Cheah Entrance Scholarship	Mar 2020 - Present
MCKL Merit Scholarship	Jan 2019 - Nov 2019
Anugerah Khas Pengetua SPM 2018, SMK Maxwell	Sep 2018
Anugerah Akademik Terbaik SPM 2018, SMK Maxwell	Sep 2018

CAMPUS & COMMUNITY INVOLVEMENT

- Volunteer, Free Tree Society — Jan 2022 - Apr 2022
- Volunteer, Lighthouse Children Welfare Home Association — Jan 2019 - Mar 2019
- President, Interact Club of SMK Maxwell — Jan 2017 - Nov 2018
- Speaker and Collaborator, Interact Movement Day — May 2018
- Volunteer, Rumah Titian Kaseh — May 2016