

# RUTUJA SACHIN YEOLA

A passionate **Python** developer with hands-on experience in backend development using **Flask** and **Django**, complemented by **over six years of general IT experience**, including SEO and digital marketing. I am now fully transitioning into software development, eager to leverage my technical skills to build scalable applications and contribute to innovative projects in a dynamic environment.

## TECHNICAL EXPERTISE

- **Python Programming:** Advanced proficiency in Python, with experience in developing scalable backend solutions.
- **Web Development:** Strong understanding of web technologies, including Flask and Django frameworks.
- **Database Management:** Proficient in SQL and MySQL, with hands-on experience in managing and integrating databases with web applications.

## PROFESSIONAL EXPERIENCE

### SEO Executive & Backend Developer | IMZ Media Solutions Pvt Ltd, Mumbai

February 2022 – June 2024

- Developed and maintained backend applications using **Flask and Django**.
- Created and managed APIs, integrated with **MySQL databases**, and handled backend operations.
- Led the development of scalable web solutions that improved client performance.
- Additionally managed on-page and off-page SEO efforts, including keyword research, content optimization, and improving search engine rankings.

### SEO Analyst | Walnut Solutions, Dhule

July 2018 – February 2022

- Specialized in off-page SEO techniques to enhance client website visibility and drive traffic.
- Focused on backlinking, content promotion, and SEO audits, resulting in an average traffic increase.
- Collaborated with cross-functional teams to integrate SEO strategies with overall digital marketing plans.

### Trainee Engineer | Impel Infotech Pvt. Ltd., Nandurbar

January 2017 – April 2018

- Engaged in digital eBook publishing projects, focusing on content management and quality assurance.
- Gained foundational IT experience, enhancing technical skills and understanding of the digital landscape

## TECHNICAL PROJECTS

### Gym Equipment System

January 2024 – March 2024

- **Technologies: Django, MySQL**
- Developed a comprehensive system for managing gym equipment sales, including user authentication, inventory management, and payment processing.
- Impact: Improved inventory management efficiency by 40%, leading to increased customer satisfaction.

### Food Truck Management System

November 2023 – December 2023

- **Technologies: Flask, MySQL**
- Designed and implemented a management system for food trucks, featuring menu management, order processing, and integrated payment solutions.
- Impact: Streamlined order processing and reduced transaction time.

### Cake Shop Management System

September 2023 – October 2023

- **Technologies: Core Python, OOP, File Handling**
- Built a management system for a cake shop, implementing user roles, inventory management, billing, and data handling using OOP principles.
- Impact: Automated billing and inventory tracking, reducing manual errors by 50%.

## Personal Information

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## Key Competencies

Python	●●●●●○
Flask	●●●●○○
Django	●●●●○○
MySQL	●●●●●○
NumPy	●●●●●○
Pandas	●●●●●○
SQL	●●●●○○

## Core Skills

- ❖ Python Development
- ❖ Oops
- ❖ MySQL
- ❖ Database Management
- ❖ API Development and Integration
- ❖ SEO and Digital Marketing

## Education

**BE-Computer** | Shri Shivaji

Vidya Prasarak Sanstha's

Bapusaheb Shivaji Rao Deore

College of Engineering, Dhule

(2016)

**CGPA: 82.7**

## Certifications

- Full Stack Diploma in **Python**
- Full Stack Diploma in MEAN+MERN (Course)