

DEVRAJ RATHORE

END-TO-END WEB DEVELOPER | FOUNDER @ TECH & SOUL

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SKILLS

HTML5, CSS3, JAVASCRIPT

WORDPRESS + ELEMENTOR

WOOCOMMERCE

ON-PAGE SEO

TECHNICAL SEO

YOAST SEO, GSC

WEBSITE MANAGEMENT

CANVA, PHOTOSHOP, FIGMA

CONTENT & COPYWRITING

GOOGLE ANALYTICS

EXPERIENCE (CONTINUED)

Founder & Web Developer

2024-PRESENT

TECH & SOUL

- Developed and delivered over 15 responsive websites for clients across India using HTML, CSS, JavaScript, and WordPress with Elementor Pro.
- Built complete digital experiences — including landing pages, multi-page websites, eCommerce stores, and SEO-optimized blogs.
- Helped local businesses rank on Google using location-based SEO strategies (e.g. “website banani hai near me”, “web developer in Sirohi”).
- Designed and implemented thank-you pages, contact form integrations, and user funnels to increase lead conversions.
- Created SEO foundations for every project, including keyword strategy, meta tags, alt texts, sitemap.xml, and Google Search Console setup.
- Designed custom branding kits (logos, color palettes, typography) using Canva and Figma for multiple clients.
- Developed and sold digital products including templates, SEO services, and content packages under the Tech & Soul brand.
- Handled client communication, requirement analysis, hosting setup, and after-launch support — end-to-end project ownership.

KEY PROJECTS

Tech & Soul

Built in raw HTML/CSS
Manual blog layout + SEO

Medical eCommerce Store

WooCommerce based
Category optimization

Devrajrathore.space

Personal Portfolio
Custom-designed WordPress

EDUCATION

B.Tech (Computer science & Engineering)

2015-2019

GITS (RTU), UDAIPUR

Completed a four-year engineering program with a focus on computer programming, software development, and system architecture. Acquired in-depth knowledge of data structures, algorithms, web technologies, and database systems. This academic foundation has directly contributed to my ability to build efficient, scalable, and client-ready web solutions.

☐ Currently available for freelance work.