

JAYANTHA KUMARA

Web Developer / SEO Specialist / Digital Marketer

Auckland, New Zealand | +64 27 787 7632 | ssejyantha@gmail.com

LinkedIn: <https://www.linkedin.com/in/ssejyantha> | **Portfolio:** <https://ssejyantha.com>

WORK RIGHTS

Student visa – eligible for part-time work (up to 25 hrs/week)

PROFESSIONAL SUMMARY

Results-driven Web Developer and Technical SEO Specialist with 8+ years of experience in front-end and back-end development using WordPress, PHP, Laravel, JavaScript, and MySQL. Skilled in website performance optimization, technical SEO, responsive web design, and cross-browser compatibility. Proven ability to improve website speed, increase organic traffic, and deliver scalable web solutions. Currently pursuing a Master of Information Technology in Auckland and seeking part-time or remote roles in web development, web support, or digital marketing.

TECHNICAL SKILLS

Programming Languages:

PHP, JavaScript, HTML5, CSS3

Frameworks & Libraries:

Laravel, React.js (Basic)

CMS & E-Commerce:

WordPress, WooCommerce, Shopify, Divi Builder

SEO & Digital Marketing:

Technical SEO, On-page SEO, Off-page SEO, Local SEO, Keyword Research, Google Ads

Web Development Skills:

Responsive Web Design, Website Optimization, Core Web Vitals, Cross-browser Compatibility, REST API Integration

Tools & Platforms:

GitHub, Google Analytics (GA4), Google Tag Manager, SEMrush, Ahrefs, Office 365

Databases:

MySQL

Other Skills:

Website Security, Hosting & Domain Management, Debugging & Troubleshooting

PROFESSIONAL EXPERIENCE

Software Engineer (PHP / Web Developer)

Webmart (Pvt) Ltd – Colombo, Sri Lanka

Jan 2021 – Jun 2025

- Developed and maintained scalable web applications using PHP, Laravel, and MySQL, improving system performance and stability
- Built and customized WordPress and WooCommerce websites, including themes, plugins, and custom functionality

- Improved website performance and page speed scores (Google PageSpeed Insights) by up to 40%
- Implemented technical SEO strategies that increased organic traffic by 30%+ across client websites
- Optimized website structure, metadata, and internal linking for better search engine indexing
- Ensured responsive web design across mobile, tablet, and desktop devices

Web Developer & SEO Specialist

Syngco Lanka – Colombo, Sri Lanka

2017 – Jan 2021

- Designed and developed responsive websites using WordPress, WooCommerce, and custom PHP
- Conducted SEO audits and implemented on-page and technical SEO improvements
- Increased client website rankings and visibility through keyword optimization and content structuring
- Improved website loading speed and user experience, reducing bounce rates by 20%
- Provided ongoing website maintenance, troubleshooting, and client support

PROJECTS

E-Commerce Website Development (WordPress + WooCommerce)

- Developed a fully functional eCommerce website with payment integration
- Optimized product pages for SEO, improving search visibility and conversions

SEO Optimization Project

- Conducted full technical SEO audit and implemented improvements
- Increased organic traffic by 35% within 3–6 months

EDUCATION

Master of Information Technology (In Progress)

EIT Auckland, New Zealand

Bachelor of Science (BSc)

Rajarata University of Sri Lanka

(Majors: Physics, Chemistry, Computer Science)

Higher Diploma in Information Technology

University of Colombo, Sri Lanka

Diploma in Information Technology

University of Colombo, Sri Lanka

ADDITIONAL INFORMATION

- Strong understanding of modern web standards, UX, and responsive design
- Experience working with international clients and remote teams
- Passionate about continuous learning and emerging web technologies

REFERENCES

Available upon request.