



# MANDEEP SINGH

Digital Marketer / Project Coordinator /  
WordPress & Shopify Developer

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Plot No.122, Path No 6, Vijay Bari,  
Sikar Road, Jaipur (302023)



## Hi, I'm

Proficient and creative WordPress & Shopify developer with a strong history in website development. Skilled in creating engaging and interactive websites. Excel at team projects, leadership, and communication. Understanding business objectives, aligning project resources, and planning and executing strategies for positive results.

## Education

- BCA from Jaipur National University
- Diploma In Computer Science
- Senior Secondary from C.B.S.E Board
- Secondary from C.B.S.E Board

## SKILLS

- Project Management
- Digital Marketing
- Shopify Development
- WordPress Development
- Canva Designing
- Facebook Ads
- Project Management
- B2C e-commerce Marketing
- Product Photography
- Email Marketing
- Worked on different Project Management Software
- Analysing Business Requirements

## Certifications

- Udemy Certified Divi Developer.
- Udemy Certified Advanced Excel.
- Facebook Ads Certified by YoungUrbanProject

## Strengths

- Growth Mindset
- Result Oriented
- Time Management
- Team Player

## Personal Details

- D.O.B : 14/10/1994
- Father's Name: Kulwinder Pal Singh
- Marital Status : Unmarried

## Work Experience

### DIGIGUP

(MAY 2023 - PRESENT)

Shopify and WordPress Developer

- Develop, maintain, and optimize our Shopify store's backend infrastructure which has over 300 products.
- Integrate and maintain third-party apps, APIs, and services to enhance the store's functionality.
- Creating an e-commerce store from starchy to conversion ready.
- Create custom email and Invoice templates based on liquid programming.
- Knowledge of performance optimization techniques and tools.
- Experience with Marketing tools like Contlo, Facebook and Instagram, and upselling and cross-selling.
- Work closely with our marketing and content teams to align website updates with ongoing promotions, product launches, and marketing campaigns.

### RIDANKO

(OCT 2022 - APR 2023)

Shopify & WordPress Developer | Performance Marketer | Project Coordinator

- Created visually appealing and cohesive website designs that align with brand identity and overall aesthetic.
- Improve the user experience by implementing intuitive and user-friendly interfaces, making it easy for customers to browse products, place orders, and navigate the website effortlessly.
- Enhance the website's functionality by integrating relevant Shopify apps, plugins, and custom code to add new features, streamline processes, and improve overall performance.
- Collaborate with the marketing team to implement SEO best practices and user retention.
- Experienced in Meta and Shopify advertising platforms, including campaign setup, targeting, and optimization.
- Set and track KPIs to measure campaign effectiveness and identify areas for improvement.
- Test and refine campaigns to maximize ROI and enhance performance

## KFS PVT LTD

(SEP 2020 - MAY 2022)

Technical Project Coordinator | Website Developer

- Full life-cycle project management experience from project initiation, planning, and execution to project closure.
- Project and resource planning and management.
- Budget management, including forecasts and schedules.
- Managing one or more projects and project teams.
- Worked on various project management tools like Asana, and Slack.
- Experience in coordinating tasks between various Global teams.
- Conceptual understanding of SEO and Digital Marketing Principles.
- Strong eye for web and mobile site design.
- Worked with the Custom and CMS platforms.
- Strong written and verbal communication skills.

## X-DEVELOPERS

(SEP 2018 - AUG 2020)

WordPress Developer

- Developing eye-catching websites using WordPress themes, and also creating dynamic fields to make life easier.
- Working with Shopify themes and developing a conversion-ready website.
- Implementing various codes and developing a website in SEO friendly manner.
- Debugging various errors that come in day-to-day life during and after development.

## GIRNARSOFT

(AUG 2016 - SEP 2018)

Training Coordinator / Technical Trainer

- Managed the RSLDC government program.
- Conducted training of Core JAVA, Adv. JAVA, and UI/UX Designing.
- Closely worked with technical trainers during the training periods and created training plans.
- Played a major role in developing the Girnar technology website.

## SOME WEBSITES DEVELOPED BY ME

### WordPress Websites

- ridanko.com
- digigup.com
- aeonx.digital
- marketingmojito.com
- naturekalp.com
- talataziz.com
- astral-consulting.com
- www.aia.edu.au
- se.uniteddevelopers.co.in
- voguestar.digigup.com
- mbuzzsport.com
- solideo.io
- bosonmachines.com
- uniteddevelopers.in
- sanwadia.uniteddevelopers.co.in
- feroxfaucets.com
- srresortgroup.com

### Shopify Websites

- pallavijaipur.com
- juvifyhealth.com
- bannadijaipur.com
- piedrahomejewels.com
- dastoorjewels.com
- bactose.com
- amberjaipur.com
- loveprasha.com
- noorsilverjewellery.com
- vedasnest.com