

Mr. Vishal Mishra

DIGITAL MARKETING / WEBSITE DEVELOPER



Highly experienced and innovative Ecommerce Retail Professional & web designer with several years' experience in the digital marketing & Web design industry. Seeking exposure in the dynamic environment of Technology engineering background where my experience, knowledge & skills will grow. Distinguished young post-graduate with experience in the field of web-developer, networking, research and project managerial skills.

PRECIS

- Practical thinker, maintain high performance standards, under high pressure.
- Ability to plan, organize and prioritize own work and meet conflicting deadlines.
- Excellent Programming Problem Solving skills and an effective team player.
- High-energy, confident professional with an infectious enthusiasm for technology.
- Creative, resourceful and flexible, able to adapt to changing priorities and maintain a positive attitude and strong work ethic.
- Good Interpersonal skills and ability to communicate effectively with a range of different people.

Academic Qualification:

Course	Specialization	Name of University/Institute	Passing Year
MCA	Computer (IT)	Punjab Technical University	2016-18
BSE	Computer (IT)	G.N.D.U. (Amritsar)	2013-16
12 th	Commerce	P.S.E.B. (Punjab)	2012-13
10 th	Eng. Medium	P.S.E.B. (Punjab)	2010-11

Professional Qualification:

Course	Specialization	Name of University/Institute	From
Web Design	PHP, MySQL, WordPress	G. TECH Ludhiana	Ludhiana
O' level	Visual Basic	DOEACC Society	Ludhiana
Visual basic 6.0	Visual Basic	NICT	Ludhiana
Computer Operator	M.S Dos	IT Gurukul	Ludhiana

Work Experience: -

Company	Designation	Duration	From	In
Sovereign Exports	IT-Admin (Ecommerce Manager, Web Design, SEO & Digital Marketing)	2 Year	March 2021-2023	Ludhiana, Punjab
Fly Media Technology	IT-Admin (Ecommerce Manager, Web Design, SEO & Digital Marketing)	3 Year	April 2018 – March 2021	Ludhiana, Punjab

❖ **SOVEREIGN EXPORTS: IT-Admin (Ecommerce, SEO, & Digital Marketing Manager) -**

(Mar 2021 – 2023)

My Duties Here (As an It Admin): -

- Built, implemented and update effective SEO strategies.
- Supervised all marketing and planning activities to exceed segment sales and margin goals.
- Helped incorporate product changes to drive customer engagement and firm profits.
- Maximized strategic approaches by keeping close eye on performance and making appropriate adjustments.
- Studied demographic data to determine optimal targets, competitor offerings and tactics for persuasion.
- Aligned activities with corporate objectives by coordinating marketing, sales and IT processes.
- Generated over in sales and distribution.
- Developed creative sales tools, including presentations, trend reports, kitted assets, and product data sheets.
- Considered business demands and customer preferences when developing pricing structures and marketing plans.
- Developed campaigns and specific marketing strategies for clients.
- Optimized advertising efforts by developing content for media relations, corporate communications and worked closely with all product development departments to create and maintain marketing materials for sales presentations and client meetings
- Helped clients develop website, portals and social media pages to promote businesses.
- Coordinated with social media, public relations and other teams to execute product introductions.

❖ **Fly Media Technology: IT-Admin -**

(April 2018 – March 2021)

My Duties Here (As an It Admin): -

- Install and configure any new software and hardware and sometime crack the software.
- Monitor the performance of existing computer systems and IT infrastructures.
- Set up accounts and workstations
- Ensure security through access controls, backups and firewalls.
- Setting up new users and management of security, passwords and backup.
- Investigating and diagnosing various problems and Troubleshoot issues and outages.
- Familiarity with various operating systems and platforms.
- Providing recommendations when it comes to improving the organization's IT systems.
- Maintain, repair and upgrade the operating system including hardware and software.
- Build an internal wiki with technical documentation, manuals and IT policies Requirements

My Duties Here (As a Web Developer, SEO, Ecommerce Sales & Digital Marketing): -

- Creating new websites in WordPress and manage all website related work.
- Complete **SEO** of WordPress websites.
- Supporting Existing **Digital Marketing** Team.
- Hosting, C-Panel Plans Upgradations, Setup Domains, Subdomains and Live the website.
- Setup C-panel Email, Workspace Emails, pop3 imap setting, configurations to Gmail.
- Setup Domain, Sub Domain and all things to live the website.
- Designing and managing the website back-end including database.
- Troubleshooting, Editing, updating WordPress and Php websites and solve content issues.
- Monitoring the performance of the live website.

✓ **IT- Responsibility:**

- Monitor the performance of existing computer systems and IT infrastructures.
- Install and configure any new software and hardware and sometime try to crack the software.
- Direct responsibility to update, repair, modify and expand existing programs and applications.
- Responsible for the design and implementation of acceptance testing procedures for software programs.
- Responsible for assigning and monitoring projects.
- Responsible to Coordinated the testing of Windows NT, UNIX and all other application software.
- Implemented control and organized record keeping.
- Developed procedures to provide technical support.
- Set-up hosting facilities and installed and configured the network.
- Managed the Modification and upgrade to database systems to suit company requirements
- Managed system construction, analysis, testing, and implementation.
- Set up accounts and workstations. Ensure security through access controls, backups and firewalls.
- Setting up new users and management of security, passwords and backup.
- Maintain, repair and upgrade the operating system including hardware and software.
- Build an internal wiki with technical documentation, manuals and IT policies Requirements.
- Responsible for team put in place to support installation, maintenance and troubleshooting of web servers and internal servers.

✓ **Web Design Responsibility:**

- Create websites in word press.
- SEO of WordPress websites.
- Hosting Configuration, Setup Domain, Sub Domain and live the website.
- Workspace and C-Panel Email Setup. (Over Hosting and Gmail).
- *Meeting with clients to discuss website design and function.*
- *Creating the website and website architecture.*
- *managing the website back-end including database.*
- *Troubleshooting content issues.*
- *Conducting WordPress training with the client.*
- *Monitoring the performance of the live website.*

✓ **Digital Marketing Responsibility:**

- *Planning digital marketing campaigns, including web, SEO/SEM, email, social media and display advertising.*
- *Develop and monitor campaign budgets.*
- *Plan and manage our social media platforms.*
- *Prepare accurate reports on our marketing campaign's overall performance.*
- *Coordinate with advertising and media experts to improve marketing results.*
- *Identify the latest trends and technologies affecting our industry.*
- *Evaluate important metrics that affect our website traffic, service quotas, and target audience.*
- *Work with your team to brainstorm new and innovative growth strategies.*
- *Oversee and manage all contests, giveaways, and other digital projects.*
- *Maintains digital marketing staff by recruiting, selecting, orienting, and training employees.*
- *Identifies trends and insights, and optimizes spend and performance based on the insights.*

✓ **E-commerce Manager Responsibility:**

- *Manage all online activity in relation to traffic acquisition, sales, conversion and a/b testing and reporting.*
- *Develop and implement ecommerce strategy in order to improve website performance.*
- *Work with developers to improve website speed.*
- *Work with the marketing team or manage digital marketers in order to improve quality and traffic acquisition*
- *Re-Platforming website to new CMS, making website mobile capable.*
- *Research market in order to discover new trends and technologies in order to improve website performance.*

- *Analyze various data in order to deliver data driven strategies in order to deliver top performance and achieve kpis.*
- *Develop content calendar and oversee website uploads and landing pages development.*
- *Oversee or directly manage digital marketing channels across PPC, SEO, Display, affiliates and email marketing and social media. Report on performance.*

Extra IT Skills:

- **Designing Support** : CorelDRAW, Photoshop (not professionally).
- **Language Known** : PHP, VB6.0, VB.net, JAVA, Java Script angula..
- **Remote Access Control** : VNC Viewer, Ammyy Admin, Team viewer, Google Remote Desktop etc.
- **Cloud Support** : WD-Cloud Support, Sharing Configuration, Setup on Static-IP.
- **Application Support** : MS Office, Visual Fox Pro, Foxit Advanced PDF Editor, Cute Pdf ...etc.
- **System Support -- Windows** : Windows Installation, System Support, Software Support, Firewall Support, Sharing Support for Printer & folder etc.
- **System Support -- Linux** : Windows Installation, System Support, Software Support, Firewall Support, Sharing Support for Printer & folder with Linux/ Windows.
- **Audio Control** : Audacity.
- **Tally** : Tally Installation in Ubuntu (Google have no Solution yet).
- **Ecommerce Products Support** : India-Mart, Alibaba, Amazon, Flipkart, Meesho, Ajio.
- **Business Support** : Register company in google my business, and various directory.

PERSONAL DETAILS

- Date-of –birth : June 10, 1995
- Marital status : Married
- Nationality : Indian
- Linguistic Proficiency : English, Hindi, Panjabi & Urdu.
- Interests : Reading Success Stories, Traveling, Listing Music.
- Residence : 264 A, G.T.B.Nagar, Bhaimhian kalan,Ludhiana, 141015

I hereby confirm that the information provided by me is true to the best of my knowledge and belief.

Vishal Mishra