

Avinish Singh

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CAREER OBJECTIVE

Dynamic Product Manager and Tech Lead with a proven track record in designing, implementing, and optimizing solutions to drive business growth and enhance customer engagement. Skilled in collaborating with cross-functional teams to gather requirements, develop strategies, and deliver high-quality solutions. Adept at end-to-end ecommerce, website development and digital marketing, proficient in Agile and Waterfall methodologies. Expertise in inbound marketing principles, digital marketing strategies, and platform functionalities including WordPress, HubSpot, Shopify, AWS, and SEO. Holds a PG Diploma in Data Analytics, excelling in aligning technical solutions with business goals.

EXPERIENCE

LEARNEO

APR 2023 – Ongoing

WEB ADMINISTRATOR / WEB MANAGER, LEARNEO INC. (Bartleby Technologies)

- Efficiently **managed Docker pipelines** for streamlined development, reducing deployment issues and accelerating timelines.
- Successfully **migrated websites to new hosting environments**, including cloud-based solutions like **AWS**, with minimal downtime and data integrity maintained.
- **Implemented SEO best practices** for website optimization, improving search engine visibility and ranking.
- Led customization of **WordPress themes and plugins, managing Multisite networks** for efficient website handling.
- **Coordinated team efforts, assigned tasks, and provided mentorship** for successful project delivery.
- **Oversaw day-to-day operations, updates, and security measures** to ensure optimal performance.
- Planned and organized agile development cycles, defining goals and deliverables for each sprint.
- **Created lead-generating landing pages** and integrated analytics tools for data-driven marketing strategies.
- Conducted audits and **implemented technical optimizations to improve website performance**.
- **Managed projects from initiation to closure, monitoring progress, budget, and resources**
- **Developed and managed WordPress Multisite networks**, enabling the efficient handling of multiple websites from a single WordPress installation. This streamlined the web management process for clients with multiple digital assets, enhancing scalability and ease of use.

SEP 2022 – MAR 2023

SENIOR DEVELOPER & MARKETING HEAD, SMART WORKING SOLUTIONS

Project: **Red Ant Solutions**(UK based Digital Marketing Agency)

- **Spearheaded the end-to-end development of websites and landing pages**, overseeing each phase of the **SDLC from initial concept to deployment**, ensuring adherence to Waterfall methodologies.
- Configured contact properties and segmentation criteria to effectively organize and categorize contacts.
- Managed and continually optimized website content, applying structured project management approaches to ensure ongoing relevance and user engagement.
- Executed a holistic digital marketing strategy, **encompassing SEO tasks and data-driven marketing techniques, to enhance online presence and user acquisition**.
- Specialized in **Technical SEO**, integrating it within the SDLC to optimize websites from inception through launch, ensuring high search engine rankings and optimal user experience.
- Applied rigorous project management principles, including scope management and quality assurance,

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- throughout the development process to ensure the delivery of high-quality web solutions.
- Coordinated cross-functional teams through the complete project lifecycle, maintaining clear communication and adherence to structured project schedules and milestones.
 - Designed and implemented email marketing campaigns utilizing **HubSpot's drag-and-drop email builder and personalization features**.

APR 2022 – SEP 2022

TECH LEAD & WEBSITE MANAGER, SMART WORKING SOLUTIONS

Project: Innercamp OU <https://innercamp.com/>

- Led successful implementation of **Agile methodologies using Scrum, resulting in a 30% improvement in project delivery times** and enhanced team adaptability to client requirements.
- Oversaw setup and management of cloud servers on **Digital Ocean**, focusing on creating a robust and **scalable web infrastructure** essential for client projects.
- Directed design and development of system infrastructure, focusing on scalability and reliability, essential for maintaining high-performance **LMS portal**.
- **Built and integrated custom APIs for email triggers** and deliverables as part of a comprehensive digital marketing strategy, **increasing email campaign efficiency by 50%**.
- **Executed technical SEO strategies**, significantly improving website visibility and organic traffic, crucial in driving user engagement and digital presence.
- **Oversaw content management and optimization**, aligning website content with SEO best practices, resulting in improved search rankings and user retention.
- Initiated and supervised **email marketing campaigns**, focusing on targeted content and analytics-driven strategies, **resulting in a 40% increase in open and click-through rates**.
- Developed custom themes and plugins, meeting specific functional requirements and contributing to the versatility and user-friendliness of client websites.
- Customized and **configured lead generation forms** for website pages, ensuring seamless integration with **HubSpot's CRM** system.
- Implemented progressive profiling techniques to collect additional information from leads over time, utilizing smart forms and conditional logic to enhance user experience and capture relevant data.
- Customized and **optimized HubSpot CMS templates** for landing pages and website pages.
- **Integrated ecommerce functionality**, including **product creation, modification, add to cart, checkout, and payment gateway setup**.
- Managed ecommerce features to enhance user experience and drive sales, including inventory management, product categorization, and order processing.
- **Created and managed email campaigns** for ecommerce, including **promotional offers, product announcements, and cart abandonment** recovery.
- Designed and implemented templates for courses and products, ensuring consistency and professionalism across all offerings.
- **Created landing pages for lead generation**, incorporating compelling visuals and persuasive copy to attract and convert leads.
- **Implemented technical SEO** for ecommerce, optimizing product pages and category structures for maximum visibility and traffic.
- Managed performance marketing campaigns, including **pay-per-click advertising and social media promotions**, to drive targeted traffic and conversions.
- **Provided ecommerce management services**, including platform maintenance, security updates, and performance optimization.
- **Conducted A/B testing and data analysis** to optimize ecommerce conversion **funnels and improve ROI**.
- **Implemented advanced ecommerce features**, such as **product recommendations and personalized shopping experiences**, to **increase customer engagement and loyalty**.



JUN 2021 – MAR 2022

SENIOR WEB DEVELOPER & ECOMMERCE MANAGER, AIROK TECHNOLOGIES

<https://airotech.com/>

- Led the adoption of the **Waterfall methodology**, ensuring a clear and step-by-step approach in managing the entire **development of an e-commerce website**, improving project organization and increasing satisfaction among stakeholders.
- Led the development of the e-commerce platform, focusing on creating a user-friendly and efficient online shopping experience.
- Successfully **integrated diverse payment gateways** using APIs, including the implementation of EMI (**Equated Monthly Installment**) functionalities, which increased payment options for customers and **boosted sales by 20%**.
- Oversaw the integration of a comprehensive **delivery management, invoicing, and email delivery system**, significantly enhancing customer engagement and operational efficiency.
- Designed and **executed direct email marketing campaigns**, resulting in a **30% increase in customer engagement** through tailored and informative content.
- Created and optimized **landing pages**, focusing on user experience and conversion optimization, which **led to a 35% improvement in online conversion rates**.
- Implemented strategies to enhance online conversion rates, resulting in an increase in customer acquisition and sales.
- Merchandise site and navigation to drive sales and increase conversions.
- Continuously improve user experience by optimizing website design and functionality.
- **Implement A/B testing** to enhance product page layouts, navigation, and checkout processes.
- Managed the company's **Customer Relationship Management (CRM) system**, streamlining customer interactions and data management, thereby improving customer service and retention rates.
- Implemented **HubSpot Connect integrations to synchronize data seamlessly between HubSpot and other business systems**.
- Configured user permissions and access controls to **ensure data security and compliance with privacy regulations**.
- Develop and execute strategies to **optimize website performance**, including **page speed and mobile responsiveness**.
- **Manage inventory** effectively, ensuring accurate stock levels and timely updates.
- Coordinate with vendors and suppliers to maintain product availability and quality.
- **Implement SEO** best practices to improve website visibility and organic traffic.
- Utilize WordPress for **content management** and website updates, ensuring consistency and relevance.
- Utilized **HubSpot's analytics tools** to gain insights into **user behavior, engagement, and conversion paths**.

JAN 2021 – JUN 2021

WEB & DIGITAL DEVELOPER, IMPACT MARKETING SERVICES

- Offered expertise in various software solutions, guiding the team in choosing the best approaches for each project like **Shopify, WordPress, Webflow**, etc.
- Managed the different **ecommerce store and platforms**, integration of checkout process
- Actively involved in the detailed design and development of client projects, ensuring high-quality deliverables.
- Managed the technical aspects of projects while balancing client expectations, ensuring both technical feasibility and client satisfaction.
- Set up server and cloud-based architecture using **Digital Ocean** and **AWS**, establishing reliable and scalable platforms for web services.
- Developed custom themes and plugins, enhancing website functionality and user experience tailored to client needs.
- Engaged in **digital marketing and SEO tasks**, improving website visibility and **search engine rankings**.
- Implemented and fine-tuned **marketing automation strategies**, nurturing **leads through email, content, and social media channels**.
- Conducted analysis and reporting on the effectiveness of marketing campaigns and events, providing insights for optimization.
- Specialized in email marketing, utilizing platforms like **HubSpot** and **Active Campaign** to create impactful campaigns.



Journey To Digital Success



AUG 2017 – DEC 2020

WEB & DIGITAL DEVELOPER, HEPTISM CONSULTANCY SERVICES

- Led the design and development of scalable and efficient system infrastructure, enhancing the reliability and performance of web services.
- Provided guidance on various **software development approaches**, effectively meeting diverse client needs and ensuring project success.
- Managed the day-to-day operation and management of **Shopify stores**, ensuring accurate and up-to-date product listings.
- Developed and launched new products and created **landing pages** in collaboration with creative and marketing teams.
- Merchandised the site and navigation to drive sales and increase conversions.
- Continuously improved user experience by **optimizing website design and functionality, including A/B testing product page layouts, navigation, and checkout processes**.
- Analyzed customer behavior and utilized data insights to improve marketing strategies and drive ecommerce initiatives.
- Generated and monitored key performance indicator (KPI) reports related to website traffic, conversion rates, and sales to inform decision-making.
- Supported and **led members of the Ecommerce and Digital Marketing team** to ensure effective execution of ecommerce strategies.
- Developed custom **WordPress themes and plugins**, focusing on enhancing website functionality and user experience.
- Created engaging websites and landing pages that effectively attracted new leads and customers, marking a 45% increase in lead generation.
- Worked closely with the Customer Support team to provide up-to-date information and resolve any website-related issues promptly.
- Managed the technical scope of over **15 ecommerce projects**, ensuring alignment with client expectations and high-quality outcomes.
- Specialized in **Technical SEO**, achieving a **60% increase** in organic search traffic and improved search engine rankings.
- Developed custom Shopify themes and plugins, enhancing website functionality and user experience, contributing to a 35% increase in client revenue.
- Built comprehensive e-commerce platforms, resulting in a 40% increase in website traffic.
- Implemented targeted **email marketing campaigns**, achieving a 40% increase in open and click-through rates.

SKILLS

DEVELOPMENT: WORDPRESS, SHOPIFY, HUBSPOT, HTML, CSS, JAVASCRIPT, JQUERY, PHP, MYSQL, GIT, DOCKER, PYTHON, AWS, APIs, LINUX, ZAPIER

DESIGN: FIGMA, ADOBE XD, CANVA, PHOTOSHOP

DIGITAL MARKETING: SEO, EMAIL MARKETING, CRM, MARKETO, HOTJAR, SEMRUSH, GOOGLE ANALYTICS, GTM, GOOGLE ADS

PROJECT MANAGEMENT: JIRA, NOTION, SLACK, AGILE (PROJECT LIFE CYCLE), WATERFALL, ASANA, GANTT CHART

EDUCATION

PG DIPLOMA in DATA ANALYTICS, PURDUE UNIVERSITY (Ongoing)
DIPLOMA IN COMPUTER OPR. & PROGRAMMING ASST, NCVT KANPUR
TRAINING IN MICRO PROCESSORS & CONTROLLERS, BTPS KANPUR
INTERMEDIATE XI – XII, KENDRIYA VIDYALAYA, KANPUR (KV)
HIGH SCHOOL I – X, KENDRIYA VIDYALAYA, KANPUR (KV)

PROJECTS

I am adding top ecommerce projects that I have worked on

<https://innercamp.com/>
<https://drinkdelta.com/>
<https://momentz.in/>
<https://www.currysauce.com/>
<https://re3.global/>
<https://airotech.com/>
<https://medsourceimaging.com/>
<https://duraframesolutions.com/>
<https://aqicare.com/>
<https://efactor3.com/>
<https://buildcorpdirect.com/>
<https://joalpe.co.uk/>
<https://mahrusa.com/>
<https://polybamboo.com/>
<https://studcosystems.com/>
<https://ezconcept.com.au/>
<https://resilmount.com.au/>
<https://preferredturf.com.au/>
<https://ruralmarketing.in/>
<https://www.joharidigital.com/>