Jatin Saini

Web Developer | Digital Marketer | Graphic Designer

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Professional Summary

Experienced Web Developer, Digital Marketer, and Graphic Designer with over 4 years of expertise in creating dynamic websites, executing SEO strategies, and delivering high-quality graphic designs. Proven ability to manage end-to-end projects efficiently, ensuring client satisfaction and achieving measurable results.

Education

Diploma in Printing Technology (Ongoing)

DSEU Pusa Campus

ITI in DTPO (Graphic Design)

Pusa ITI (3rd Rank)

12th Grade (Science Stream)

NIOS

Achievements

✅ Secured 3rd Rank in ITI DTPO (Graphic Design) at Pusa ITI

✅ Developed and managed multiple high-traffic websites with measurable results in SEO and user engagement

Work Experience

Shabdshila (Current)

Web design, SEO, digital marketing, and graphic design for a leading news platform.

Website Projects

→ **Shabdshila** - Fastest news provider with a focus on user-friendly design and SEO optimization.

→ **AGE Foundations** - NGO website highlighting charity initiatives and services.

→ **RS International** - Business site with global service details and contact options.

→ **The Bee Box Group** - Corporate website featuring product offerings and branding.

Skills

Web Development

- WordPress Development - Expert in theme customization, plugin integration, and performance optimization for WordPress sites

- AI-Based Website Development - Creating intelligent websites with chatbots, recommendation systems, and automated content generation

- Custom Coding (HTML, CSS, JS, PHP) - Proficient in writing clean, efficient code for responsive and interactive websites

- E-commerce Development (WooCommerce, Shopify) - Building secure online stores with payment gateways, inventory management, and user-friendly checkout processes

- API Integration - Seamlessly connecting websites with third-party services and applications

- Maintenance & Troubleshooting - Identifying and resolving website issues, security vulnerabilities, and performance bottlenecks

Digital Marketing

- SEO - Implementing on-page and off-page optimization strategies to improve search rankings and organic traffic

- SEM - Managing paid search campaigns with keyword research, ad copywriting, and budget optimization

- Social Media Marketing - Creating engaging content strategies and managing campaigns across multiple platforms

- Analytics & Tracking (Google Analytics, Tag Manager) - Setting up comprehensive tracking systems and generating actionable insights from data

- Content Marketing - Developing strategic content plans that drive engagement and conversions

- Retargeting - Implementing sophisticated audience segmentation and retargeting campaigns to maximize ROI

Graphic Design

- Adobe Photoshop - Advanced photo editing, manipulation, and composite creation for print and digital media

- CorelDRAW - Expert in vector illustration, layout design, and typography for professional print materials

- Illustrator - Creating scalable vector graphics, logos, and brand identity elements

- Canva - Rapid design production for social media, presentations, and marketing materials

- Print & Digital Media Design - Designing cohesive visual assets across multiple platforms with attention to color theory and composition

IT and Cloud Computing

- Server Management (AWS, Google Cloud)
- DNS & Domain Management
- Backup & Recovery
- Website Security

Project Management

- End-to-End Project Management
- Budgeting & Resource Allocation
- Testing & Optimization (A/B Testing, CRO)

Additional Skills

- Canva Expertise
- Affiliate Marketing
- AI Tools
- IT Problem-Solving