

Manisha Singh

📍 16 Priestley Avenue Hoppers Crossing - VIC

✉ manisha.hope1@gmail.com

☎ +61 490 845 852

Summary

I am an experienced web developer with a focus on projects that require both conceptual and analytical thinking. I am dedicated to developing innovative web-based materials that are user-friendly and continuously aim to produce well-written and readable content.

Key Strengths

- Two years of digital agency experience of managing multiple projects.
- Strong understanding of UI, cross-browser compatibility, general web functions and standards developed through current developer role.
- Hands-on experience with web technologies such as jQuery, JavaScript, HTML, CSS, PHP, OpenCart, Bootstrap, WordPress and APIs acquired through current and previous development roles.
- Excellent written and verbal communication skills developed through previous job roles and two years of customer service experience.

Experience

Employer	Role	Duration
Kissel & Wolf Australia	WordPress Developer	March/18-December/24
Sites N Stores	Web Developer	April/16- March/18

Skills

Marketing Tools:	Google Analytics, Mailchimp, Search Console
Design/Media:	Dreamweaver, Adobe Photoshop, InDesign, Illustrator
Web Technologies:	PHP, JavaScript, jQuery, JavaScript, CSS, SASS, HTML5, Bootstrap
CMS:	WordPress, CMS Made Simple
E-Commerce:	OpenCart, PrestaShop, Magento
Tools:	MS Project, GitHub, MS Office

Work Experience and Achievements

March/18-Dec/24	Kissel & Wolf Australia, Tullamarine, VIC WordPress Developer
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Responsibilities:

- Developing a WordPress website and WooCommerce store that meets the supervisor's specifications, ensuring it is SEO-friendly and user-friendly.
- Created a customized online store: www.kissel-wolf.com.au/shop
- Update and maintain the existing website and web shop: www.kissel-wolf.com.au
- Regularly customising WordPress plugins to meet design and functionality requirements of website and online store.
- Manage all technical aspects of the CMS and troubleshoot technical issues with content, plugins, and website.
- Manage Google and social media ad campaigns, customer relationship management software and search engine optimisation (SEO)
- Create high-converting landing pages from photoshop and Illustrator files.
- Create flyers using Photoshop and InDesign to send through Mail Chimp and post on social media.
- Design digital assets, banners, brochures, and business cards
- Build EDMs using Mail Chimp

Achievements and Learning:

- Gained a deeper understanding of Google analytics and search engine optimization.
- Received positive feedback from my supervisor regarding my excellent performance and innovative ideas.
- Developed critical thinking ability, decision making with changing requirements and adapting accordingly.

Technologies: CSS, HTML, PHP, Bootstrap, WordPress, JavaScript, jQuery, Sass

Other: Google Analytics, Photoshop, InDesign, Illustrator, Mail Chimp

April/16-March/2018

Sites N Stores, Richmond, VIC

Web Developer**Responsibilities:**

- Developing SEO friendly websites, online stores using CMS, E-commerce or other platforms based on approved layouts.
- Working alongside the team of designers to improve the design processes and increase the overall quality of design work.
- Quickly conceptualising and moving projects through the development process by using streamlined and digital workflows.
- Interpreting clients' visions and transforming their ideas into elegant, functional, and efficient websites.
- Integrate the front-end designs with content management systems such as WordPress.
- Achieving daily, weekly, and monthly KPI targets as set by Team Supervisor.
- List out the jobs to be done and then assign specific jobs to team members.

Technologies: WordPress, OpenCart, CSS, HTML, PHP5, Bootstrap, PrestaShop, JavaScript, jQuery, Sass

Achievements and Learning:

- Boosted confidence in writing code and producing high quality website content.
- Received 10/10 feedback score from five recent clients.

Few Past websites:

<https://mantalodge.com.au/>

<https://respectfulrelationshipseducation.com.au/>

<https://www.dayspaharmonytree.com.au/>

Feb/15-June/15

Team Leader & Web Developer, Edlyn Foods Pvt. Ltd., Epping (VIC)

Internship

Project name: Idea Hub (87% marks)

Responsibilities:

- Designing and developing an interface in WordPress CMS to get users' ideas regarding Edlyn Foods products and provide various features to users such as sharing, print, comment and email other ideas on the website using PHP, JQuery, CSS and JavaScript.
- Prioritizing and assigning project tasks to the members of the project development team and resolving any issues that arise.

Achievements and Learning:

- Successfully managed projects from analysis through to design and delivery.
- Developed a holistic view of project development which is not limited to technical aspects only but includes other considerations such as cost, contract, regulations, and schedules.
- The team was successful in delivering the project on time despite several requirement changes.

Education & Training

Nov 2019	The Fundamentals of Digital Marketing Certification Google Digital Garage
May 2019	Digital Marketing Foundation (Online APAC) Imparture Online Training
2014-2015	Masters of Information Technology (IT) Swinburne University of Technology (VIC) GPA: 3.5 out of 4 in final year
2010-2012	Master of Technology (Software Engineering) University Institute of Engineering & Technology, Kurukshetra (India)
2006-2009	Bachelor of Engineering (Information Technology) GJUS&T (India)

Volunteer Work

July/15-August/16	Karl McManus Foundation, Sydney Junior Web Developer
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Responsibilities:

- Update and test the website content according to specifications.
- Optimize the organisation's website for search engines (SEO) using Google webmaster tool
- Integrate the front-end designs with content management system (CMS Made Simple)

March/15-June/15	Student Mentor Swinburne University of Technology Hawthorn (VIC)
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Additional Information

- Residency Status: Australian Citizen
- Availability: Full time/Part time

Referees

Excellent referees are available on request.