

MANISHA PAWAR

SOFTWARE ENGINEER

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SUMMARY

Results-driven IT Executive and Developer with expertise in web development, SEO optimization, and digital marketing. Skilled in WordPress, front-end development, and ad campaign management, with a strong technical foundation in Java, JavaScript, HTML, CSS, SQL, and ReactJS.

PROFESSIONAL EXPERIENCE

D.Y. Patil University, Navi-Mumbai

Dec 2023 - Present

- Maintained the D.Y. Patil Stadium website on WordPress, regularly updating content through the CMS.
- Created landing pages for ad campaigns for the D.Y. Patil Group, ensuring high conversion rates and effective lead generation.
- Managed on-page SEO for the university's website, enhancing search engine rankings and user experience.
- Implemented SEO strategies for official college and stadium websites, optimizing content structure, site navigation, and metadata.
- Led resolution checking of all D.Y. Patil University websites with the development team, ensuring proper functionality across devices.
- Managed and executed social media coverage for India vs West Indies Women's Cricket Series, improving audience reach and engagement.

PROJECTS

Augment Simulation India

Developed and customized a WordPress website, optimizing user experience and functionality through themes, plugins, and custom solutions.

Spotify Clone

Built a fully functional Spotify clone using HTML, CSS, and JavaScript with features such as music playback, playlist management, and a responsive UI

TECHNICAL SKILLS

- Programming Languages: Java, JavaScript, HTML, CSS, SQL
- Web Technologies: WordPress, ReactJS, SEO Optimization.
- Development Tools: Git, VS Code, Google Analytics, Facebook & LinkedIn Ads
- Concepts: Object-Oriented Programming (OOP), Software Development Life Cycle (SDLC).
- Operating Systems: Windows

EDUCATION

University of Mumbai, Mumbai, Maharashtra

- Bachelor of Engineering in Computer Engineering

May 2022

D Y Patil University, Navi Mumbai, Maharashtra

- Diploma in Computer Technology

July 2019

CERTIFICATIONS

Certified in Full Stack Development from JSpider