

# Shailesh R. Mevada

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Cell: +91 9825480896, 9099014070  
E-mail: [creativeshailesh@gmail.com](mailto:creativeshailesh@gmail.com)

## PROFESSIONAL SUMMARY

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- **15+ years'** experience in website, web applications, digital marketing, Branding, UI, UX, SEO/SEM, mobile app, flash/flex application, Yahoo™ store design and development
- Competent leader, exceptional project management and financial budgeting skills
- Honest, trustworthy, self motivated, hardworking. Fast learner, abstract thinker

## EDUCATION

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- MBA - Marketing (Sikkim Manipal University - DE)
- B.Sc.- Chemistry (Gujarat University)
- MCSD (Microsoft Certified Software Developer) Oracle 8.0, Visual Basic 6.0.
- Digital Marketing Professional Program in Association with Google
- User Experience Design Fundamentals online course
- Advanced PHP Certification
- ORACLE 8.0, VISUAL BASIC 6.0, HTML and DHTML - SSI Gandhinagar
- MS Office, Internet and Computer Awareness

## PROFESSIONAL EXPERIENCE

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### Self Employed - Consultant, entrepreneur - 2018 to Present

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#### Meditab Software, Inc., Ahmadabad – July 2009 to March 2018 Website4MD –Division Head (A Meditab group of company)

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| <ul style="list-style-type: none"><li>• <b>Manager – Web, Marketing, Branding and lead website designer</b></li><li>• Develop and manage web and interactive projects</li><li>• Develop project plans, specifications and application prototypes/wireframes</li><li>• Manage project change orders and impact analysis</li><li>• Develop RFP responses, proposals and estimates</li><li>• Conduct business requirements and analysis</li></ul> | <ul style="list-style-type: none"><li>• Technical representation in sales meetings</li><li>• Created in-house market and sales materials</li><li>• Screen design development with user friendly navigation</li><li>• Provide short and long term web strategy for clients</li><li>• Successfully completed over 500 web-related projects for large and medium sized business clients in diverse markets</li><li>• Researched client and provided best outcome for web marketing</li></ul> |
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#### SilverTouch Software Ltd., Ahmadabad - July 2008 to May 2009

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| <ul style="list-style-type: none"><li>• <b>Project leader for website dev/SEO/Flash/Flex</b></li><li>• Oversaw production of marketing, graphics design and web technology solutions for Global 100 companies and non-profit organizations</li><li>• Led a team of 50+ employees (Web, SEO and Flash/Flex team)</li></ul> | <ul style="list-style-type: none"><li>• Created and monitored schedules to meet deadlines, maintain budget and quality assurance</li><li>• SEO and SEM including traffic analysis and reporting</li><li>• Provided short/long term web strategies</li><li>• Managed and trained junior developers and interns</li></ul> |
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- Contributed to technical innovation and overall business direction
- Successfully completed over 100+ web related projects for diverse large and medium sized clients

## **Meditab Software Pvt. Ltd., Ahmadabad – Nov 2005 to July 2008**

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- **Team Lead – Web and Branding**

## **HiddenBrains InfoTech Pvt. Ltd., Ahmadabad - September 2004 to April 2006**

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- **Lead designer of website design unit and project manager of Yahoo™ store development**
- Oversaw production of web and interactive projects
- Supervised and guided a team of 7 designers in database concepts
- Attended meetings with technical team for effective work flow
- Attended training sessions for browser usability/issues
- Customized existing websites to efficiently increase traffic
- Trained and guided junior developers on home page design for existing and potential clients
- Prepared reports and documentation under CEO supervision

## **IndiaNIC InfoTech Ltd., Ahmadabad – November 2001 to January 2004**

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- **Website and Yahoo™ Store Development Lead**
- Assisted in integration of marketing and graphic design solutions for Global 85 and non-profit organizations
- Oversaw production of web and interactive projects
- Supervised a team of 10 designers and guided them in database concepts
- Attended meetings with technical team for effective work flow
- Attended training sessions for browser usability/issues
- Customized existing websites to efficiently increase traffic
- Trained and guided junior developers on home page design for existing and potential clients
- Prepared reports and documentation under CEO supervision

## **Kush Computer Services Pvt., Ltd., Ahmadabad – March 2000 to December 2001**

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- **Executive Director**
- Developed web and multimedia projects for corporate, educational and non-profit clients
- HTML / DHTML / CSS development
- Software application screen design
- Graphic manipulation and optimization
- Supervised the team of 10 designers and guided them in database concepts
- Prepared reports and documentation under supervising Managing Director

## **OPAL Powercom Ltd., Ahmadabad – Feb 1999 to Feb 2000**

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- **Web Master - Head of Website Division**

## **Shreedip Services Pvt., Ltd., Ahmadabad – July 1997 to January 1999**

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- **Customer Support Executive**
- Web page design, digital photographic design
- After sales support of C'DAC software

## **ISKCON. Ahmadabad – January 1994 to June 1997**

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- **Graphic Designer**

## **REFERENCES AVAILABLE UPON REQUEST**

Thanking you  
Shailesh Mevada