

# Anmol Gupta

WEBSITE DESIGNER &  
DEVELOPER

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## EDUCATION & CERTIFICATIONS

Bachelors in Commerce

Responsive Web Design -  
FreeCodeCamp

Google Crash Course Python

Google Search Ads

Google Display Ads

Amazon Ads

Digital Marketing

Advance Excel

## SKILLS

Website Designing

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WordPress & Woo-Commerce

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Elementor

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HTML & CSS

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Javascript

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Python

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SEO

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PPC

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Adobe XD

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Corel Draw

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## WORK EXPERIENCE

### WEB DESIGNER AND DEVELOPER

#### Clickworthy (Canada)

Aug 2021 - Present

- Created layouts, wireframes & different lead generation landing pages for their clients to expand their business all over the world
- Technologies used: WordPress, Woo-Commerce, CSS
- Tools used: Adobe Xd, Elementor Pro.

#### Nomads Skillshare (Bali)

Oct 2020 - Present

- Built a ticketing/e-commerce platform for the organization with the objective of increasing revenue and expanding its reach.
- Developed frameworks, and fidelity models that helped to create a smooth experience during a customer journey.
- Developed and launched the website in less than a month.
- Maintain & update the website on an ongoing basis
- Technologies used: WordPress, Woo-Commerce.
- Tools used: Adobe Xd, Elementor Pro.

#### Tricot Apparels (India)

Aug 2021 - Present

- Created a marketplace and online presence for a brand new apparel business.
- Designed and developed an end-to-end business website with a smooth user experience from domain registration to integrating with 3rd party websites.
- Integrated with other marketplaces like Amazon, Flipkart, and meesho.
- Built social media presence on platforms like Facebook, and Instagram and also did SEO optimization.
- Integrated the website with a 3rd party inventory management system allowing the client to easily manage their online inventory.
- Maintain & update the website on an ongoing basis
- Technologies used: WordPress, Woo-Commerce, CSS.
- Tools used: Adobe Xd, Elementor Pro.

#### Blueocean-Businessclub (Germany)

Dec 2021 - Aug 2022

- Gave new SEO & mobile-friendly look to the website which leads to more conversion and reduces bounce rate by 10%.
- Created multiple wireframes & web prototypes based on client requirements.
- Built new features like membership, payment gateway, and community to share images, documents, and videos.
- Maintain & update the website on an ongoing basis
- Technologies used: WordPress, Woo-Commerce, Buddyboss, CSS.
- Tools used: Adobe Xd, Elementor Pro.

### SEO SPECIALIST

#### Asteroid Xpress (USA)

Jun 2021 - Present

- Worked on On-Page SEO.
- Worked On technical SEO
- Worked On-Off Page SEO and generate backlinks
- Optimized Google My Business.