

MOHAMMAD ASAD KHILJI

Mount Olive, NJ 07828, (201) 937-9699, khiljiasad2@gmail.com,
www.linkedin.com/in/mohammad-asad-khilji-78a4bba8

Experienced Web Developer | Shopify Customization

SUMMARY

Dedicated IT Professional with a proven track record of success in web development and eCommerce customization. Skilled in multiple programming languages and adept at crafting seamless user experiences. Known for strong problem-solving abilities and a keen eye for innovation. Demonstrated success in optimizing inventory management systems and enhancing website functionality. Committed to leveraging emerging technologies to drive business growth and exceed organizational goals.

SKILLS

- **Programming Languages:** Leveraging my mastery of HTML and CSS, I consistently push the boundaries of web design, ensuring each project delivers an exceptional user experience and meets the latest industry standards for accessibility and responsiveness.
- **Shopify Expertise:** Within the realm of Shopify, I excel not only in theme customization but also in leveraging advanced features and integrations to optimize online storefronts for maximum conversions and customer engagement.
- **Email Marketing:** Drawing from my experience in email marketing, I continuously refine strategies based on in-depth analysis of key metrics such as open rates, clickthrough rates, and conversion rates, resulting in highly targeted campaigns that drive tangible business results.
- **Catalog Design:** In catalog design, I employ a creative approach to seamlessly blend aesthetic appeal with informative content, ensuring each catalog serves as a powerful sales tool that captivates and informs potential customers.
- **Inventory Management:** Through my expertise in inventory management, I have successfully implemented automated replenishment systems and conducted thorough forecasting analysis, leading to significant reductions in stockouts and excess inventory, ultimately bolstering the bottom line.
- **Microsoft Office Suite:** Within the Microsoft Office Suite, I leverage advanced functionalities and shortcuts to streamline workflow processes, enabling efficient document creation and data analysis, while also utilizing PowerPoint to craft visually engaging presentations that effectively communicate complex ideas and strategies.
- **Language Proficiency:** With fluency in both English and Urdu, I possess the unique ability to effectively communicate and collaborate with diverse teams and clients, facilitating clear and concise exchanges that bridge cultural and linguistic barriers.

EXPERIENCE

Unik International Inc

Dover, NJ

Experienced Web Developer | Shopify Customization

Dec 2014 – Mar 2024

- Implemented rigorous quality assurance protocols to continuously monitor website performance and promptly address any issues, ensuring uninterrupted service for customers and minimal downtime.
- Designed, coded, and maintained a website while maintaining smooth functionality and user experience.
- Employed data analysis techniques to identify trends and patterns in consumer behavior, enabling strategic decision-making to enhance product offerings and marketing strategies.
- Oversaw the storage, tracking, and replenishment of goods to ensure optimal levels of stock while minimizing costs and maximizing efficiency.
- Utilized advanced inventory management software to streamline processes and automate routine tasks, freeing up time for strategic planning and business development initiatives.
- Organized product information, images, and descriptions into an appealing and informative layout to showcase the company's offerings.
- Conducted regular audits of product listings and website content to ensure accuracy, relevancy, and compliance with industry standards and best practices.

EDUCATION

Montclair State University (MSU), Montclair, NJ

Bachelor of Science in Computer Science;
GPA: 2.16

Expected Graduation: May 2026

Felician University, Lodi , NJ

Masters in Business Administration;
GPA: 3.39

Sept 2016 – August 2018

Felician University, Lodi , NJ

Bachelors of Science in Marketing;
GPA: 2.87

Sept 2011 – Jan 2016

CERTIFICATION

Rutgers Coding Bootcamp
Rutgers Division of Continuing Studies

Feb 2022 – August 2022

PORTFOLIO

<https://asad-khilji.github.io/Portfolio>