





VINAYAK KUMAR SINGH

CONTACT

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ABOUT ME

Highly skilled and passionate Website Developer with a strong background in HTML, CSS, JavaScript, and React. Adept at creating custom online experiences tailored to client needs. Proficient in CMS platforms like WordPress and Shopify, enabling clients to maintain and update their websites with ease.

EDUCATION

VIT UNIVERITY

Master in Computer Application
2023-2025

BILASPUR UNIVERSITY

Bachelor of Computer Application
2020-2023
Percentage : 79.57

HIGHER SECONDARY

CBSE
2018-2020
Percentage : 78.4

SECONDARY SCHOOL

CBSE
2016-2018
Percentage : 69.7

WORK EXPERIENCE

ECOMMERCE SITE

Freelance (2018-Present)

- Designed and developed multiple e-commerce websites using a blend of technologies, with a primary focus on WordPress and Shopify platforms.
- Customized WordPress themes and plugins to meet specific client requirements, enhancing site functionality and user experience.
- Implemented responsive design principles to ensure seamless user experiences across various devices and screen sizes.
- Utilized Shopify's Liquid templating language to create bespoke e-commerce solutions, including custom storefronts and checkout processes.
- Integrated third-party APIs and payment gateways, ensuring secure and efficient transaction processes.
- Provided ongoing support and maintenance for e-commerce platforms, including regular updates, performance optimization, and troubleshooting.

SKILLS

→ HTML, CSS & JS
→ C, C++, Java & Python
→ Wordpress
→ Shopify
→ Angular, React & Nodejs
→ Bootstrap
→ SQL & MongoDB
→ Github

DIGITAL MARKETING

Freelance (2020-2023)

- Led digital marketing campaigns, focusing on SEO, PPC advertising, and social media engagement to boost brand presence and drive conversions.
- Utilized analytical tools to assess campaign effectiveness, optimizing strategies based on key performance metrics and consumer insights.
- Crafted compelling content and coordinated with cross-functional teams to ensure cohesive brand messaging across all digital platforms, contributing to increased user engagement and lead generation.