



# PALLAVI MOYAJE

ECOMMERCE DEVELOPER & DIGITAL MARKETING SPECIALIST

## ABOUT ME

I currently work for myself as a WordPress developer using Elementor and Toolset. I have 10+ project works experience in WordPress development and User Experience Design. I know software development, product management, technical writing, visual design, and I love to figure out and learn new technologies.

## Experience

### 2019 - 2021

4u2.in | World Trade Centre, Pune

#### WordPress Developer & Digital Marketing Specialist

Managing the website's technical & non-technical aspects in terms of SEO and Google guidelines coordination with the development & designer team and giving directly & indirectly inputs.

Demonstrated results using Search Engine Optimization, and Search Engine Marketing, including managing paid campaigns on Google Ads (search, display, and Shopping ads) Bing, and other Ad Networks.

Manage Google & Bing Merchant Center Account also contact regularly Google & Bing Support team to resolve issues from Google & Bing MCA and Google Ads.

The leading digital presence of the company via Website optimization, and SEO.

Coordination with the cross-functional developer, designer, and writer teams from strategic planning through successful execution.

Work on complete In-house web tracking and data analysis through Google Tag Manager and Google Analytics, Google Console.

Direct Communicate with management Regarding their Requirements and Suggest our Deliverables and future targets and ongoing & future strategies.

### 2021 - 2022

Pradison Exim Pvt. Ltd. | 15 Umred road, Dighori Nagpur.

#### WordPress Developer & Digital Marketing Specialist

Focus web development and Digital Marketing services These include:

- ✓ Customised Website in PHP, wordpress, Woocommerce, Opencart, Shopify, Node Js
- ✓ Backend application developement
- ✓ Mobile App in Android or IOS Platform
- ✓ Search engine optimisation to rank keywords organically
- ✓ Both Onpage and Offpage SEO Tasks
- ✓ Meta tag description
- ✓ Social Media Marketing
- ✓ Paid Ads

## Contact

### Phone

9511285760

### Email

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### Address

301, Harihar Nagar, Nagpur

## Education

2021

### Bachelor Of Engineering

Sant Gadge Baba Amravati University

## Certification

- Wordpress
- My SQL Basics
- Content Marketing Basics
- Social Media Management
- Instagram Marketing Fundamentals
- Search Engine Marketing
- Digital Marketing Strategy
- Digital Transformation
- Email Marketing
- Google Search Campaign

## Language

English

Hindi

Marathi