**MINAKSHI SHARMA**

**Mob: +91-9319661214**

**Email:** [**g1.minakshi@outlook.com**](mailto:g1.minakshi@outlook.com)

**Google Ads Display and Google Analytics Certified Professional**

**PROFESSIONAL PROFILE**

Innovative, talented and resourceful **Front-end Web Developer and Digital Marketing** professional. Certified Google Analyst and Google AdWords professional. I have 5 years of experience and expert knowledge in **HTML5, XML, CSS, JavaScript, PHP, MySQL, jQuery, Bootstarp, Wordpress, Brackets, Dreamweaver, Photoshop, SEO, SEM, SMM, and SMO**.

Also having good knowledge of Google Analytics, Facebook Adv and SEO.

Designed various types of responsive websites (including eLearning and eCommerce websites) and approx. 200 landing pages/funnels. I have also created and promoted many campaigns on various platform.

Worked with almost all top Email marketing tools (Mailchimp, ActiveCampaign, GetResponse etc.), Tracking & Analytics tools(Google Analytics, Google Tag Manager, Google Web Master etc.) and Landing page tools (Leadpages, Clickfunnels, Unbounce, Instapage etc.)

Currently, I am working on the following tools and software:

Wordpress, Photoshop, Illustrator, ActiveCampaign, Mailchimp, Unbounce, Google Analytics, Adwords, Google Tag Manager, Client's FB Manager account, CoSchedule, WhataGraph, Agency Analytics and SEMRush.

**For my work quality, please visit this link “**[**https://www.fiverr.com/wpondemand**](https://www.fiverr.com/wpondemand)**” and read my excellent reviews and 5 star rating from approx. 160 clients.**

**CORE COMPETENCIES**

* Online Marketing ● Integrated Marketing ● Adobe CC Suite
* Social Media marketing ● Google Adwords ● SEO & SEM Strategies
* Facebook Ads ● Google Analytics ● Social Media Mgmt.
* Lead Generation ● Web Development ● Landing Page Creation

**AREAS OF HIGHLIGHTS**

* **Work History Summary** – 7 years of total experience as Web developer, Digital Marketer and Technical Trainer.
* **Analytical/Decision Making** – Able to quickly analyze situations to weigh out the best possible options before making decisions to achieve desired results.
* **Leadership** – Demonstrated success as a leader with excellent initiatives that are inherent in eliciting the best quality of a team with a commitment to highest levels of services.
* **Communication –** Equipped with interpersonal communication skills and able to smoothly blend and interact with top management, peers, and employees from various socio-economic backgrounds.
* **General Attributes –** A dependable, hardworking, punctual employee with a solid work ethic that strictly adheres to company values and industry best practices.

**PROFESSIONAL EXPERIENCE**

**Web Developer & Digital Marketer July 2019 – Present**

**Company:** Salween Group Pvt. Ltd., Singapore (Working remotely on contract)

**Tools & Technologies:** WordPress, HTML5, CSS, Javascript, PHP, Photoshop, Dreamweaver, Illustrator, ActiveCampaign

**Responsibilities**

* Designing and developing websites on the WordPress CMS/PHP
* Converting PSD design to HTML/CSS/Javascript
* Maintenance of WordPress websites
* Designing EDMs in ActiveCampaign and MailChimp
* Plan and set-up Goals and Automation for Clients Services.
* Send Monthly Analytics reports to the clients.
* Design landing pages Unbounce/Leadpages/Clickfunnels
* Do A/B testing of EDMs and landing page.
* Google (GA, GTM, AdWords)

Currently working on WordPress (Elementor and Avada), Shopify, PHP, HTML, CSS, JavaScript, ActiveCampaign, Mailchimp, Agency Analytics, WhatAGraph, SEMRush, Adwords, Analytics, and CoSchedule.

**Web Developer & Digital Marketer Jan 2018 – June 2019**

**Company:** Salween Group Pvt. Ltd., Singapore

**Tools & Technologies:** WordPress, HTML5, CSS, Javascript, PHP, Photoshop, Dreamweaver, ActiveCampaign

**Responsibilities**

* Designing and developing websites on the WordPress CMS/PHP
* Converting PSD design to HTML/CSS/Javascript
* Maintenance of WordPress websites
* Designing EDMs in ActiveCampaign and MailChimp
* Plan and set-up Goals and Automation for Clients Services.
* Send Monthly Analytics reports to the clients.
* Design landing pages Unbounce/Leadpages/Clickfunnels
* Do A/B testing of EDMs and landing page.
* Google (GA, GTM, AdWords)

Currently working on WordPress (Elementor and Avada), Shopify, PHP, HTML, CSS, JavaScript, ActiveCampaign, Mailchimp, Agency Analytics, WhatAGraph, SEMRush, Adwords, Analytics, and CoSchedule.

**Freelance Digital Marketer/Web Developer Jan 2015 – Dec 2017 Freelance address:(**[**https://www.fiverr.com/wpondemand**](https://www.fiverr.com/wpondemand)**)**

**Tools & Technologies:** HTML, CSS, Javascript,PHP, Wordpress, SEO, SEM, Google Analytics, Facebook Adv., Clickfunnels, Leadpages, Instapage, Unbounce etc.

**Responsibilities**

* Designed new websites from the scratch for various clients
* Add SEO and SEM on various websites.
* Design and create optimized over 200 landing pages/Websites in HTML5, CSS and Javascript to support company's marketing and promotional needs.
* Work on Facebook Ads and Google Analytics also.
* Provide site maintenance for current website and added more appealing features as required
* Redesigned sections of the website to ensure a more user-friendly experience
* Done various Integrations

**Sr. Executive-Assessment Jun 2014 - Feb 2015**

**Company:** Hirepro Consulting, Bangalore, India

**Tools & Technologies:** Core Java, C#, .Net, WordPress, PHP, HTML5/CSS/Javascript

**Responsibilities**

* Creating Question Papers in accordance with established standards and regulations for CMM Level 5 Companies
* Reviewed assessment documents from Colleagues
* Conducted Assessment Induction Program for fresher
* Interacted with clients for to gather assessment questions requirements

**Technical Trainer May 2013 – May 2014.**

**Company:** NIIT Technologies, Bangalore, India

**Tools & Technologies:** HTML, CSS, Javascript, Core java, C#, C, C++, MS Office, SQL server, Advance excel

**Resposibilities**

* Took classes of all age group of students
* Handled the role of Academic Head
* Given class on various technologies i.e. html/css/javascript, java, C#, C, C++, MS Office, SQL server, Advance excel.

**IT Faculty July 2011 – November 2012.**

**Company: Savitri-IGNOU Community College for Women, Haryana, India**

**Responsibilities**

* Took classes of Graduates
* Given class on various technologies i.e. C, C++, Data Structure, Core Java, SQL Server

**Technical Trainer Nov 2009 – June 2011**

**NIIT Technologies, Delhi, India**

**Resposibilities**

* Took classes of all age group of students
* Handled the role of Academic Head
* Given class on various technologies i.e. html/css/javascript, java, C#, C, C++, MS Office, SQL server, Advance excel.

**EDUCATIONAL QUALIFICATION**

* **Master’s Degree in Computer Application** from JLJ Institute Of Mgmt, Faridabad, India.(Aff. to MD University, Rohtak) in the year ‘Jan 2011’.
* Bachelor’s Degree in Commerce from Delhi University, India in the year of 2006.

**TECHNICAL QUALIFICATION**

* .Net Certification from NIIT Technologies.
* ‘A’ Level Diploma from DOEACC(Equivalent to PGDCA)

**TECHNICAL SKILLS**

MS Office (Word, Excel, Power point, Access etc.), Adv Excel,

Wordpress, PHP, HTML5, CSS3, JavaScript, MySql, XML, JQuery, Dreamweaver, Brackets, Bootstrap and Adobe CC Suite

C#, ASP.Net, ADO.Net, Core Java, C, C++, Oracle, SQL, XML

**My Work (Projects)**

<https://eucapital.com.sg/>

<https://blackknightmediagroup.com/>

<https://www.eurokarsgroup.com/> (Enhancement and Support Work)

<http://www.seagullaire.com/> (Enhancement Work)

<http://www.ncourage.life/>

<https://www.horizonpropertyalliance.com.au/>

<http://www.lionsgateinfo.org/>

<https://scottwilhite.com/>

<https://chakdhoom.com/>

<https://www.revealchange.com/>

<https://wonder-wear.com/>

<http://www.401kpower.com/>

<http://aanchalindia.com/>

<http://dyss.in/>

**Please see the below link for Landing pages Designed by Me:**

<https://drive.google.com/drive/folders/0B5MPg_M6WHutQmsxblUwcnp2SHM>

**For my work quality, please visit this link “**[**https://www.fiverr.com/wpondemand**](https://www.fiverr.com/wpondemand)**” and read my excellent reviews and 5 star rating from approx. 160 clients.**

**Personal Details**

**Marital Status:** Married

**Notice Period:** Can Join Immediately