

Monika Singh

Senior Web Designer | Product Manager | SEO & Marketing Strategist | AI-Driven Optimizer

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Summary

Senior Web Designer with 4+ years of experience in website designing, product development, team leadership, and strategic planning. Skilled in leveraging market insights and customer feedback to drive product decisions and enhancements. Proven track record of successfully delivering localized projects in multiple European languages, contributing to €80M+ in sales growth across global marketplaces.

Skills

- Web Development & UI/UX:** HTML | CSS | Bootstrap | JavaScript | WordPress | Shopify | Photoshop | Canvas | JIRA
- Product Management & Market Research:** Market Analysis | Competitor Analysis | Pricing Strategy
- Digital Marketing:** SEO Optimization | Google Analytics | Google Keyword Planner | SEMrush | Branding | Email Marketing (Mailchimp)
- AI & Automation:** AI for Market Analysis | AI for Workflow Automation | AI for Web Design | Creating & Effective prompts

Work Experience

Product Manager | Senior Web Designer at Stegpearl , Jaipur, India | Jun 2023 - Current

- Led a cross-functional **team of 20+ members**, overseeing end-to-end website creation for European clients.
- Conducted in-depth market research, identifying high-demand solar products, resulting in a **20% increase in sales**.
- Implemented **SEO and marketing strategies**, improving organic product **rankings by 40%**.
- Optimized **100+ product listings** on Amazon, eBay, and company websites, leading to a **20% increase** in discoverability and engagement.
- Developed and executed dynamic pricing strategies, resulting in a **25% improvement** in market competitiveness and revenue growth.
- Created targeted email marketing campaigns, boosting customer engagement **by 25%**.

Senior Web Designer at Stegpearl, Jaipur, India | May 2022 - Jun 2023

- Designed and developed user-centric e-commerce platforms, reducing bounce **rate by 35%** and increasing conversions.
- Created **50+** compelling newsletters and email templates, boosting customer engagement and improving retention **rates by 30%**.
- Managed and delivered multilingual websites in French, German, Spanish, and Polish, ensuring **100% accurate** localization.

Frontend Developer at RS Tech Software, New Delhi, India | Dec 2020 - May 2022

- Designed and implemented **30+ frontend components**, collaborating with developers to enhance website functionality by **40%**.
- Developed **20+ responsive** and attractive websites using JavaScript, HTML, CSS, and Bootstrap improving user engagement by **35%**.
- Optimized website performance, reducing page load time by **50% and enhancing overall** user experience.

Education

Master of Computer Applications (MCA) in Information Technology from (IGNOU): 2021 - 2024

Bachelor of Computer Applications (BCA) in Information Technology from (IGNOU): 2017 - 2020

Certifications

HTML5 and CSS3 Fundamentals - Udemy

Complete Bootstrap 4 Course - Udemy

JavaScript for Beginners Specialization - Coursera

The Complete Frontend Development - Udemy

Languages

English: Professional | Hindi: Native

Strengths

Detail-Oriented | Adaptable | Dedicated | Creative | Collaborative