

RONIT BHATTACHARYA

FRONT END DEVELOPER SPECIALIZING IN UI/UX AND PAYMENT GATEWAY INTEGRATION || TRANSITIONING INTO DATA SCIENCE AND SUPPLY CHAIN MANAGEMENT

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SUMMARY

I have over 5 years of experience as a Content Operation Lead. In this role, I combined my skills as a UI Developer with leadership responsibilities, overseeing a team of 5 members.

Strong in design and integration with intuitive problem-solving skills. Passionate about implementing and working on new projects. Ability to translate business requirements into technical solutions. Proficient across front-end technologies (HTML5, CSS, JavaScript), CMS and e-commerce platforms (WordPress, Magento), and digital design and analytics tools (Canva, Google Analytics).

TECHNICAL SKILLS

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|-----------------|------------------------------|----------------------|
| • HTML | • Search Engine Optimization | • Microsoft Office |
| • CSS5 | • Server Management | • Microsoft Power BI |
| • JavaScript | • WordPress | • Data Analytics |
| • Python | • Google Analytics 4 (GA4) | |
| • R Programming | • Google Search Console | |

PROFESSIONAL EXPERIENCE

Content Operations Lead Jan 2022 - Mar 2024

Project - Blog and E-commerce Platform Updates for Healthcare Products

- Content Creation & Blogging:** Utilized WordPress to create, develop, customize, and design engaging blogging websites. Implemented WordPress Advanced Ads for optimizing and managing advertisements and Rank Math for on-page SEO, redirections, XML sitemaps, and user role management.
- E-commerce Management:** Leveraged Magento to develop product catalogs, update prices, and manage customer orders efficiently.
- SEO & Analytics:** Conducted keyword research, competitor analysis, and site audits using Ahrefs and Semrush. Monitored keyword performance with KW Rank Tracker and analyzed backlinks and organic research data. Utilized Google Analytics to track and analyze website traffic and user behavior, and Google Search Console for indexing, impressions, clicks, and performance reports. Additionally, used the Rank Math plugin to optimize SEO for content pages.
- Server Management & Hosting:** Managed and maintained AWS servers, ensuring high availability, scalability, and secure hosting for websites. Possess experience in website hosting, where I was responsible for managing the infrastructure that supports and serves websites. My role included configuring and maintaining servers (e.g., SSL certificates), monitoring server performance, and resolving technical issues to ensure uninterrupted service.
- UI/UX Optimization:** Resolved UI/UX issues with expertise in JavaScript, HTML5, and CSS3. Utilized IDEs like Visual Studio Code, Notepad++, and Eclipse for coding and debugging.
- Design Integration:** Utilized Canva to create visually appealing graphics, banners, and website elements, ensuring consistent branding and improved user engagement across platforms.

Customer Experience Expert

Jun 2019 - Dec 2021

Project - Travel Industry (Specializing in Cultural and Entertainment Venues such as Museums, Attractions, and Activities)

- **Handling Complex Issues:** Addressed customer concerns that required in-depth knowledge of products, services, company policies, or technical expertise.
- **Resolving Complaints:** Managed and resolved escalated customer complaints promptly and effectively to ensure customer satisfaction and retention.
- **Coordinating Solutions:** Collaborated with other departments to find appropriate solutions and ensure prompt resolution of customer issues.
- **Providing Guidance:** Offered support to frontline customer service agents in handling complex situations, ensuring smooth issue resolution.
- **Maintaining Communication:** Ensured clear and consistent communication with customers throughout the resolution process.
- **Handling Manual Bookings:** Processed manual bookings using ticketing platforms specifically designed for venues, museums, and attractions.
- **Payment Gateway Management:** Hands-on experience in managing payment gateways to handle fraudulent charges, chargebacks, and generating PSS references (Payment Service Provider) or any payment-related information.

Tools Used:

- **Freshworks Inc.** is a Software as a Service (SaaS) company that provides customer engagement software to businesses of all sizes. Freshworks includes Freshdesk (customer support software for emails), Freshsales (CRM software used to fetch data related to presales), Freshservice (IT service desk software), Freshchat (customer messaging software), Freshcaller (cloud-based phone system), and Freshmarketer (marketing automation software).
- **Adyen's** platform supports various payment methods across different channels (online, mobile, in-store) and currencies, enabling businesses to manage payment needs efficiently and securely.
- **Kustomer** is a customer service CRM platform designed to streamline customer service operations by providing a unified view of customer interactions, ensuring faster and more effective resolution of customer queries.

EDUCATION

Master of Science in Data Science
with Logistics and Supply Chain Management

July 2024 - Jun 2026

Amrita Vishwa Vidyapeetham (AMRITA University)

- Major in Data Science

Bachelor of Technology in Mechanical Engineering July 2012 - June 2016

BPUT University

- Solid foundation in mechanical design, thermodynamics, materials science, and manufacturing processes

ADDITIONAL INFORMATION

- **Languages:** English, Hindi, Bengali
- **Certifications:** Power BI, Data Analytics, HTML, CSS, Python, Email Writing Skills
- **Awards/Activities:** Employer of the Month (June 2023)