



SHASHANK ARYA

WEB DEVELOPER



Contact



Maharashtra, Thane



[shashank-arya19](#)



jobs@vanillakart.com



Skills

Web Development



Generative AI



Digital Marketing



Programming Languages



About Me

Enthusiastic CSE student with great interests in technology. Expertise in Web Development, WordPress, strategy planning, problem-solving etc. Well-versed in Digital Marketing strategies. Eagerly waiting to learn and be part of organizations that strongly interface with innovative projects. Efficient communicator, team player, fully dedicated to drive success and growth in dynamic environments. Very much into innovation and contributing to the success of the company.



Education

BE in Computer Engineering

2022-present

A.P. Shah Institute of Technology, Thane

HSC (Science)

2020-2022

SSC (Class 10)

2007-2020



Work Experience



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February 2024 - Present

Web Development Intern

- I have developed my abilities in website creation by WordPress for an instance of what I do to give out my clients robust and workable solutions and have become skilled at design, development, and customizing themes and plugins in this particular area to meet a specific project need.
- Developed a proactive troubleshooting and debugging approach was established to guarantee that the site fulfilled its ultimate goals- more functional and efficient performance.



Vanillakart

June 2023 - January 2024

Digital Marketing Intern

- Utilized SEO-driven strategies for increase in engagement and brand visibility, while producing compelling content for on diverse digital channel types, like blogs, social media posts, and email campaigns so as to attract and retain target audiences through social media platforms.
- Assisted in coordinating marketing campaigns from conception to execution, ensuring alignment with brand objectives and timelines, and utilized data-driven insights to refine marketing strategies and maximize ROI across digital platforms.



Atal Incubation Centre-NITTE

June 2023 - Present

Startup Program

- Business model refinement and crafting compelling pitches of startups.
- Ideation, validation, and growth strategies for startups.
- Full-cycle market research with competitive analysis.
- Networking and knowledge sharing.