

SHOBHIT SIROHI

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ABOUT ME

Resourceful, reliable, and results-oriented front-end developer with a track record of delivering impactful web solutions. Adaptable to new technologies and always keen to learn. Skilled at collaborating with cross-functional teams across global regions in fast-paced, dynamic environments.

WORK EXPERIENCE

WEB PRODUCTION SPECIALIST AT KASEYA

Bangalore, INDIA
June 2022 - Sep 2025

- Spearheaded the development of **user-centric landing pages** and **web solutions** on **WordPress** using **HTML**, **Bootstrap 5**, and **JavaScript**, improving **lead generation** and supporting **new customer acquisition**, while providing actionable feedback through a strong understanding of **sales lead lifecycles** and **go-to-market strategies**.
- Engineered **interactive calculators and tools** using **Vue.js**, **JavaScript**, and **Tailwind CSS**, collaborating with designers in **Figma** to ensure seamless UI/UX. These solutions enhanced **user engagement** and enabled potential customers to **estimate the cost savings** of adopting our cloud backup services, thereby strengthening their decision-making process.
- Integrated with the **WordPress API** and **FTP servers** to develop new features, boosting website performance and capabilities.
- Led the modernization of **legacy WordPress websites** by migrating to **Hugo** with **Flowbite (Tailwind library)**, version-controlled via **GitHub**, and hosted on **Netlify**, delivering **fast-loading, SEO-friendly websites** that improved **user experience** and increased **organic traffic**.
- Executed comprehensive **SEO strategies** in collaboration with the SEO team using **Ryte**, **Google Analytics**, **Search Console**, and **Lighthouse**, optimizing **site structure**, **metadata**, **performance**, and implementing **structured schemas (JSON-LD, Microdata, RDFa)** to improve **search rankings** and **organic reach**.
- Collaborated with the **Marketing Operations team** to develop **responsive webpages, forms, and email templates** using **HTML**, **CSS**, and **vanilla JavaScript** in **Marketo**.
- Recognized as the **Most Valuable Player (MVP)** within the creative team for delivering **high-impact solutions** and accelerating project outcomes soon after joining.
- Managed the **maintenance, updates, and refreshes of 18+ websites**, ensuring **consistent branding, functionality, and uptime** while working in a fast-paced, high-demand environment.
- Coordinated effectively with cross-functional teams across **NAM, EMEA, and APAC regions**, demonstrating strong **communication skills**, adaptability to time zones, and the ability to **deliver high-quality work under tight deadlines** while managing multiple projects.

FRONT END INTERNSHIP AT LEARN WITH LEADERS

Delhi, INDIA
Nov 2021 - Feb 2022

- Developed and maintained **websites for Student Internship Programs** conducted by faculty from **Ivy League colleges** using **WordPress**, **HTML**, **CSS**, and **vanilla JavaScript**.
- Leveraged **FTP** for site deployment and updates, ensuring smooth functionality and accessibility.

SKILLS / TOOLS

- | | | | | |
|--------------|----------------|---------------|-------------|---------|
| • JAVASCRIPT | • HTML5 | • CSS3 / SCSS | • BOOTSTRAP | • GIT |
| • REACT | • TAILWIND CSS | • VUE JS | • WORDPRESS | • FIGMA |

EDUCATION

Bachelor of Computer Applications

Pt. Deen Dayal Upadhyay Management College

Meerut, INDIA
Aug 2015 - Aug 2019