

SHUBHAM KUMAR SHIVAM

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SUMMARY

Dynamic WordPress Developer and Blog Manager with a proven record in enhancing website performance and user engagement. Achieved a 30% increase in organic traffic through effective SEO strategies and customized site features. Expertise in analyzing analytics to drive a 25% rise in user retention while maintaining website and its functionality.

WORDPRESS DEVELOPER & BLOG MANAGER - MOBICBUY

Jan 2021 - Present

- Developed and maintained the company website using WordPress, ensuring optimal performance and user experience.
- Created and managed SEO-friendly blog content, increasing organic traffic by 30% within six months.
- Designed custom themes and plugins to enhance site functionality and aesthetic appeal.
- Collaborated with marketing teams to align blog topics with marketing campaigns, boosting engagement and brand visibility.
- Analyzed website analytics to monitor performance, providing actionable insights that led to a 25% increase in user retention.
- Handled website security updates and backups, ensuring data integrity and site reliability.

EDUCATION

Minor In AI

Aug 2024 - Present

Indian Institute Of Technology, Ropar

- Specialization in Artificial Intelligence.
- Relevant Coursework: Machine Learning, Neural Networks, Data Science, AI Ethics.

Bachelor of Science in Physics

June 2016 - May 2019

Bhupendra Narayan Mandal University

- Physics, Mathematics, Chemistry, English, Hindi.
- Marks Acquired : 63.50 %

Intermediate of Science (ISc)

May 2014 - May 2016

Purnia College Purnia, Bihar

- Physics, Mathematics, Chemistry, English, Hindi.
- Marks Acquired : 71.40 %

ADDITIONAL INFORMATION

- Technical Skills:** Data Preprocessing, Computer Vision, Neural Networks, Data Visualization
- Programming Languages:** Python, HTML/CSS, JavaScript.
- Frameworks & Tools:** WordPress, NumPy, Pandas, Scikit-learn
- Soft Skill:** Problem-Solving, Adaptability, Critical Thinking, Team Collaboration.