PANKAJ SWAROOP

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Location Preference: Delhi/NCR

PROFESSIONAL PROFILE

- A competent professional with **nearly 15+ years** of experience in **Ecommerce Implementation, Digital Marketing, Web & Graphic Designs, Web Application UI & UX Integration, Marketing Campaigns & Automation**
- **A Google Certified Project Management Professional** and **Masters in Computer Application** from **IGNOU, New Delhi.**
- Expertise in eCommerce implementation, Digital Marketing, Automation Tools, Frontend development, implementation & operation of client-server and multi-tier applications and implementation of distributed computing topologies.
- Adept in all phases of **Software Development Life Cycle, Agile, Scrum,** including the Design, Development, Integration Testing, and Implementation of Web/Enterprise applications. Well versed with the concepts of Wordpress, PHP/MySQL, JavaScript, HTML, CSS, SEO, SEM, Web applications.
- Sound knowledge of **Digital Marketing, PPC, Google Ads, Google Analytics, Web & UI/UX Design/ Development, Graphic Designing Tools / wireframing & prototypes.**
- Strong communication, collaboration and team building skills with proficiency at grasping new technical concepts quickly and utilize the same in a productive manner.

SKILL SET

Technical

Operating Systems	:	Windows 10, Windows 7 & Windows XP.
Browsers	:	Android Browsers, IE, Mozilla Firefox, AOL Browser, Safari.
GUI Tools & IDE	:	MS Visual Studio, Adobe Creative Suite, Canva
Ecommerce	:	Wordpress/Woocommerce, Drupal, Magento, Payment gateway integration
Web Tools	:	HTML5, Bootstrap, CSS, Javascript, Flash Designing / Scripting
Search Engine Optimization	:	Onpage and Offpage optimization, Content optimization, Image optimization, Google Ads, PPC, Google Analytics, Blogs, Facebook Pages, Newsletters, Email Marketing, Salesforce Pardot, Adobe Analytics
CRM	:	Zoho, Bitrix, Zapier, Hubspot
Servers	:	Server 2000, 2003, 2008 and IIS & Apache Server
Scripts	:	JQuery, JavaScript
Database	:	MS Access, MySQL.

Functional

Core Domains

Website/ User Interface Designing / Ecommerce Development:

✓ Designing, developing and implementing the workflow program, presentation and handling various phases of interface development based on technical specifications.

✓ Developing useable, attractive and cross-browser web interfaces that account for speed, file size, readability and accessibility.

✓ Verifying change requests and defects; tracking and reviewing test plans, test results and unresolved problems; reviewing test reports & taking corrective actions.

✓ Deep knowledge of industry tools.

✓ Good understanding of SEM and affiliate strategies for Ecommerce Websites.

✓ Administered ecommerce website and online marketing initiatives.

✓ Monitored online content and marketing promotions.

✓ Evaluated site traffic data and campaign results.

✓ Analyzed current industry trends.

✓ Reviewed competitive sites and analysis from merchandise selling trends.

Digital Media Marketing:

✓ Strong analytical skills and data-driven thinking.

✓ Up-to-date with the latest trends and best practices in online marketing and measurement.

✓ Experience in setting up and optimizing Google Adwords campaigns

✓ Proficiency in HTML, CSS, and JavaScript development and constraints.

✓ Worked on website analytics tools (e.g., Google Analytics, Omniture, WebTrends) and Email marketing tools (e.g., Pardot, Mailchimp, Constant Contact, Sendy, Infobip, Sendgrid)

✓ Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate

✓ Experience in optimizing landing pages and user funnels

✓ Experience with A/B and multivariate experiments

✓ Experience with executing all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns.

✓ Evaluated industry trends and competitor websites.

✓ Managed e-Commerce promotional campaigns.

✓ Assisted appropriate product teams.

✓ Established site promotional plans.

Graphic Designing:

✓ Conducting research on multimedia trends and presentation methods on different levels and proposes technical or creative improvement to work processes or visual contents.

✓ Designing catalogue & brochures layout, creating graphics, GUI, layout & logo designs, illustrations, icon creation, etc.

✓ Preparing sketches and graphic elements of the subjects to be rendered using traditional tools, multimedia software and image processing, layout and design software.

Software Development:
✓ Mapping business requirements and providing customized software solutions involving finalization of product specifications and selection of appropriate techniques.
✓ Conducting system study and coordinating with the team members for System Design & Integration, Application Maintenance, etc.
✓ Handling various technical aspects like software scheme design, coding of modules, monitoring critical paths and taking appropriate actions.

ORGANISATIONAL SCAN

Net4city.com - March' 19 – Present
Project Manager (eCommerce & Digtial Marketing)

Application Development / Digital Transformation / Ecommerce Projects:

Managing Digital & eCommerce offshore projects. Visualization, conceptualization of digital marketing strategy, planning & executing appropriate marketing campaigns. Working in collaboration with the brand team, agencies, respective business stake holders and other resources to drive efficiencies through all campaigns & initiatives. Planning and executing paid media campaigns mapped to business needs. Digital content creation and curation (web content, video scripts, infographics) working with a team of content writers and graphic designers to plan and execute the project as per client requirements. Being internal consult to the team for developing and executing digital strategy for the India Business mapped to priorities. Drive process enhancements. Business advancement, task and record mining, Communicates and encourages smooth collaborations inside the group and customer desires. Fabricate compatibility all through the association. Deliver projects and programs as per plan and budget. Build rapport throughout the organization.

Six Dee Netad Solutions Pvt. Ltd., Gurgaon - March' 18 – March' 19
Technology Manager (UI / UX, Digital Marketing & eCommerce)

Application Development / Digital Transformation / Ecommerce Projects:

Working as key client partner, defining product road map & its development, Own and run Innovation center, Digital transformation through Automation, Continuous Service Improvements. Business development, project and account mining, Communicates and fosters smooth interactions within the team and client expectations.

Key Deliverables:
✓ Responsible for managing the social media advertising setup and configuration, campaign review and integration, server maintenance and backup, search engine optimization.
✓ Backend code Integration and adaptive UI customizations.

Liquidhub Pvt. Ltd., Gurgaon - March' 14 – December' 2017
Technical Lead (UI / UX, Digital Marketing & eCommerce)

UI Development / Digital Marketing / Ecommerce Projects:

Working on client projects e.g. Airtel, Microsoft, HP besides in-house projects of Liquidhub services on Application Customization, Server Setup, Integrating wireframes, UI/UX Development, and UI designs on applications developed on PHP, .Net, MVC, C#. Worked on requirement analysis, wireframes & mock-ups, UI Screens for project development using Javascript & JS/CSS frameworks, Adobe tools & HTML Worked on Ecommerce development using Wordpress and Magento, integrated payment gateways e.g. CCAvenue, 2Co, Payu, Paytm, Paypal & Skrill.

Key Deliverables:
✓ Responsible for managing the project's server setup and configuration, code review and deployment, Ecommerce Development, UI/ UX Architecture, search engine compatibility and optimization.
✓ Backend code Integration and adaptive UI customizations.
✓ Upgraded various active websites of the company for better online performance and usability including graphic and UI updates, on-page and off-page optimization, image optimization, google rank optimization, keyword building, content upgrade and design customization as per search engine compatibility.

Litt Media Pvt. Ltd., New Delhi - February' 13 – March' 14
Team Lead (Web Design & Ecommerce)

Website / UI Designing / Ecommerce CMS Projects:

Managed entire rebranding of Sunrise Radio Group websites (http://www.sunriseradiogroup.com, #1 radio station in UK for Asian community) to three major brands (earlier Buzz Radio UK). Worked on responsive designs and implemented websites e.g. http://www.sunrisecommunitytrust.org. Worked independently and managed in-house websites and also worked on external websites as required by the client. Also worked majorly on PHP design integration by utilizing skills e.g. HTML, XHTML, CSS, JavaScript, JQuery, Dreamweaver, Adobe CS5, MySql. Developed ecommerce portals using OSCommerce, Wordpress, Magento and Paypal & Authorize.net. Worked on responsive websites and customizing PHP applications and integrating of customized designs with Wordpress.

Javascript Projects:

Worked extensively on javascript and customization of form linked to email and to store data on server as can be seen at http://www.sunriseradioone.com/?page_id=4154, http://www.buzzradioonline.co.uk/?page_id=3632, http://www.sunriseradio.com/?page_id=9646

SEO/SEM/SMO Projects:

Worked on moving up the site ranking and improving traffic for CMS based websites e.g. http://www.sunriseradio.com and http://www.kismatradio.com (rebranded to sunriseradiothree.com) Worked on strategies for ecommerce websites upgrading to SEO compatible so as to enhance search engine visibility and improve ranking on search engines. Worked on off-page and on-page optimization and allied online marketing activities to enhance visibility of other group websites of the company on search engines.

Key Deliverables:

✓ Responsible for managing the in-house websites / ecommerce development, network maintenance, software and network troubleshooting in technical aspects.

✓ Integration of backend code to Enhancing the websites to search engine compatible.

✓ Working upon web research and event mailing; managing mail campaigns and newsletter designs.

✓ Upgrading various active websites of the company for better online performance and usability including graphic and UI updates.

Action Graphics Pvt. Ltd., New Delhi - December' 09 – September' 12
Asst. Manager System & Web Admin.

Website/ User Interface Designing/ Ecommerce CMS Projects:

Utilized skills e.g. HTML, XHTML, CSS, JavaScript, JQuery, Dreamweaver, Adobe CS5, Corel X5, PHP, MySql, OS commerce. Magento, Wordpress & Payment gateway integration using CCAvenue, Billdesk, Payu, Paytm. Developed website front-end pages and maintained backend CMS platforms, providing UI experience to users utilizing JavaScript, HTML and XHTML, CSS technologies for front end and PHP, MySql for back-end code editing to provide rich UI experience. Worked with Graphic Designers and marketing business analysts to convert wireframes into HTML / JavaScript for various purposes ranging from landing pages to core event projects. Worked independently to deliver client requirements on UI related tasks for some of the websites i.e. www.brandeyesonline.com, www.mbbpo.com, www.skullcandyindia.com, www.intersection.in, www.skins4stuff.com.

SEO/SEM/SMO Projects:

Worked on monthly traffic analysis using various web based traffic management repositories like Google Analytics, Google Ad Words as well as backend clients using Linux and Windows server administration panel. Utilized skills include PHP Forms, HTML, JavaScript, Photoshop, Dreamweaver, for various purposes ranging from everyday updates to contests, sweepstakes, photo upload contests and events for the following core company brand pages.

✓ http://www.facebook.com/skins4stuff/

Key Deliverables:

✓ Responsible for managing the operations of entire IT department website & ecommerce development / software / network installation and maintenance, offline/online data interpretation and testing online services for business and technical aspects.

✓ Enhancing the web usability, accessibility and Search Engine Optimization using with latest UI technologies and toolkits for building rich experiences in a browser based interface.

✓ Working upon the content management systems, web research and event mailing; managing mail campaigns and newsletter designs.

✓ Upgrading various active websites of the company for better online performance and usability.

✓ Assisting in Online Marketing initiatives using tools like Email Buddy, Constant Contact, etc.

Highlights:

✓ Communicated with clients and created a framework for the requirement. Suggested clients best possible solutions available in market according to their needs.

✓ Efficiently handled online advertising, website coding structure, etc.

✓ Planned and created framework for projects assigned, selected best possible Server/Technology, assigned relevant tasks to team members, made checklists, frequent monitored and discussed with team members to execute project on time and within budget.

Knight Kings Events & Entertainment, New Delhi - October' 08 – November' 09.
As Senior Website Designer

Key Deliverables:

✓ Efficiently handled regular maintenance, creation, designing & uploading of websites designing, ecommerce development, banners, mailers, SEO, etc.

✓ Worked on the content management systems, web research and event mailing; managed mail campaigns and newsletter designs.

✓ Handled work of website such as:

- knightkings.com
- spectrumonline.in
- fusionrecruitmentservices.com

- maskofalice.com
- sbbwcs.org
- safevoyagestours.com
- kimoconcept.com
- semitechopto.com
- travelforceindia.com
- Indiatelecards.org
- closetomyheartjewellery.com

Rockin e-Business Pvt. Ltd, New Delhi - July' 03 – August' 08.

As Senior Website Designer – Team Lead

Key Deliverables:

✓ Managed the team of Junior Graphic and Web Designers as a Team Leader.

✓ Worked upon the designing tools like Adobe Photoshop, Macromedia Dreamweaver, Macromedia Flash Designing & Scripting, HTML and JavaScript.

✓ Coordinated with PHP Developers in integrating designs on Ecommerce, PHP and MySQL enabled software programmes and web portals.

✓ Worked for websites:

- rockintech.com
- sandeepray.com
- ndmdance.com
- treasurejewelry.com
- jessicasfashion.com
- blackhawkiron.com
- karmicbutterfly.com
- shrigurukripaengineerings.in
- nsdaedu.com

CM Softec Pvt. Ltd, New Delhi - Dec' 1998 – June' 2003.

Web Developer

Key Deliverables:

✓ Website development using languages ASP, VB Script, Java Servlets, HTML, CSS

✓ Webhosting management using the FTP and SSH.

✓ Windows Network configuration and user management using Active Directory on windows server

Highlights:

✓ Started working on graphic designing using softwares viz. Adobe Photoshop, Illustrator, CorelDraw, Macromedia Flash Designing & Scripting

EDUCATION

✓ **Masters in Computer Application** from IGNOU, New Delhi in yr. 2000.

✓ BA (Business Data Processing/Computer Application.) from Delhi College of Arts & Commerce, Delhi University in yr. 1996

✓ Passed IELTS exam in 2011, **secured 6.5.**

CERTIFICATIONS

✓ **Google Project Management - https://www.credly.com/badges/e2c7432e-e9e8-466d-b0db-88cbd167f667/linked_in_profile**

✓ **Microsoft Certified IT Professional (Enterprise Administrator)** from **Microsoft** in 2011.

✓ **Certificate in E-commerce & Web Development** from Advanced Training Systems, New Delhi in 2001.

✓ **Certificate in Computer Application in Tourism & Travel Management** from IITTM, New Delhi in 1998.

✓ **Adobe Analytics: https://drive.google.com/file/d/1eJ1JOxYtBfd_L8DdH5mbDZlys9K9IQRR/view?usp=sharing**

✓ **Wordpress: https://drive.google.com/file/d/0B5KB9VSBKsnNM3Fmd2pLNGduRG8/view?usp=sharing**

✓ **MCITP:** https://drive.google.com/file/d/0B5KB9VSBKsnNQ2NybElyQ3lpTmc/view?usp=sharing

PERSONAL DETAILS

Resident Address	:	E-2, Soami Nagar, New Delhi - 110017.
Date of Birth	:	17th November 1975