

Contact

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Email

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Address

Chennai, TamilNadu

Expertise

- WordPress
- WoocommerceDesign
- HTML
- CSS
- JavaScript
- SEO
- Canva
- Photoshop
- Premiere pro
- Email Marketing
- Elementor

Language

- English
- Tamil

EDUCATION

2017 - 2021

Dr. M.G.R. Educational And Research Institute

- Bachelor of Information
Technology (CGPA - 7.03)

2015 - 2016

Le Chatlier Mat Hr Sec School

- HSC - 72%

Dharshan D

WORDPRESS DEVELOPER & Digital Marketing

Results-driven WordPress Developer and Digital Marketing Expert with over 2+ years of experience crafting dynamic, user-centric websites and executing high-impact digital marketing strategies. Adept at leveraging deep technical expertise in WordPress development to build responsive, SMM & SEO-optimized websites that enhance user experience and drive engagement. Proven track record of utilizing data-driven insights to create and implement marketing campaigns across various channels, including SEO, PPC, content marketing, and social media.

Experience

June 2022 - Present

Curiokidz | Chennai

LMS Administrator & Creative Designer

Wordpress Development:

- Experience with designing and developing custom WordPress websites.
- Familiarity with responsive design and implementation.
- Experience with WordPress plugin and theme development .
- Ability to customize and modify existing WordPress themes and templates.
- Good understanding of SEO principles and optimization techniques.
- Ability to troubleshoot and resolve technical issues in WordPress websites
- Proficient in integrating third-party APIs and services into WordPress

Digital Marketing:

- **Content Strategy:** Ability to develop compelling content strategies that align with brand goals and audience needs, including blog posts, landing pages, and social media content.
- **Social Media Marketing:** Experienced in creating and managing social media campaigns, utilizing platforms such as Facebook, Twitter, LinkedIn, and Instagram to build brand awareness and drive traffic.
- **Project Management:** Strong organizational skills with a proven ability to manage multiple projects simultaneously, meet deadlines, and deliver high-quality results.
- **Email Marketing:** Proficient in designing and executing targeted email marketing campaigns, segmenting audiences, and analyzing performance metrics to optimize engagement and conversion rates.
- **Video & Photo Editing:** Skilled in creating and editing multimedia content using tools such as Adobe Premiere Pro, Capcut, and Adobe Photoshop, Canva. Capable of producing engaging videos and visuals that enhance digital marketing efforts and drive audience engagement.