

VISHVA M
WORDPRESS DEVELOPER | DIGITAL MARKETING SPECIALIST | DATA ANALYST
Location: Coimbatore Phone: 887 073 5634 Email: vishva0308@gmail.com

Professional Summary:

Company: Oscar Technology / Designation: Senior Associate / Duration: June 2023 – Mar 2025

- Designed and Maintained WordPress websites, ensuring SEO-friendly structure and Mobile Responsiveness. Implemented On-Page SEO, Off-Page SEO, Technical SEO and Local SEO strategies, improving organic traffic by 40%.
- Managed Google Ads campaigns, resulting in a 50% increase in qualified leads. Managed Facebook and Instagram advertising campaigns with budgets exceeding above 1 Lakh, targeting B2B and B2C audiences, achieving a 60% ROAS.
- Used Google Analytics and Microsoft Clarity to analyze user behaviour, optimize site performance, and reduce bounce rates.
- Integrated Zoho CRM and Zoho SalesIQ with websites to streamline lead capture and automate follow-up workflows.
- Developed and automated Email Marketing campaigns using Mailchimp, achieving an average open rate of 60%.
- Created Interactive Dashboards in Power BI for marketing performance and ROI tracking, enabling data-driven decision-making for visualization.

**Company: MAASI Syngrid Tech / Designation: Wordpress Developer - Full Stack
Duration: Aug 2025 – Oct 2025**

- Experienced Full Stack WordPress Developer with expertise in both front-end and back-end development. Proficient in developing custom WordPress themes and plugins tailored to client needs.
- Skilled in PHP, MySQL, HTML, CSS, JavaScript, and REST API integration and Version Control with Git & GitHub, Web Hosting, Domain, and Server Management.

Skills:

- **WordPress:** Website Development, Theme Customization, Plugin Management, Conversion Page Development.
- **Search Engine Optimization (SEO):** Keyword Research, On-Page/Off-Page SEO, Technical audits and Local SEO.
- **Search Console:** Site Indexing, performance monitoring, error resolution.
- **Google Analytics:** Traffic analysis, behavior tracking, goal conversion.
- **Microsoft Clarity:** Heatmaps, session recordings, UX insights.
- **Search Engine Marketing (SEM):** Google Ads, campaign setup, bid strategy, A/B testing.
- **CRM Integration:** Lead form automation, CRM data syncing, marketing workflows.
- **Power BI:** Data Modeling, Dashboard Creation, performance reporting.

Education:

- Graduation (B. Com – Professional Accounting) - G.Venkataswamy Naidu College in Kovilpatti, Manonmaniam Sundaranar University, Tirunelveli. (2017-2020 - 71%)
- HSC - Government Higher Secondary School. Illayarasanendal. (2017 - 70.41%)
- SSCL Nadar Higher Secondary School, Kovilpatti. (2015 - 54%)