

Senior WordPress Developer and Team Leader

DEAR HIRING MANAGER,

I am writing to express my interest in a position that aligns with my unique blend of experience in web development, digital marketing, & data science. With 10 years as a Senior Web Developer (Team Leader) & 7 years in Digital Marketing with tools (SEO tool - Google Analytics, SEMrush, Moz Ahrefs), complemented by my recent expansion into Data Science, I am confident I can bring significant value to your organization.

SUMMARY OF QUALIFICATIONS

As a versatile & results-driven professional, I offer a strong background in:

- **Web Development:** Specializing in custom WordPress solutions, PHP, JavaScript, & full-stack development. Proven ability in leading development teams, optimizing website performance, & delivering scalable digital platforms.
 - **Development Skills**
 - HTML5, CSS/BOOTSTRAP, JavaScript, MYSQL
 - PHP(Codeigniter, MVC, Plugin Customization)
 - WordPress
 - Prestashop
 - Shopify
 - Drupal
 - Joomla
 - Python
- **Digital Marketing:** Hands-on experience in executing SEO/SEM strategies, social media campaigns, & data-driven content marketing to drive online growth & user engagement & also as follows
 - **Paid Advertising Platforms.**
 - Google Ads,
 - Facebook Ads Manager,
 - LinkedIn Ads,
 - Taboola Ads
 - Google Analytics,
 - EMrush,
 - Moz Ahrefs

- **Data Science:** Applying Python, machine learning, & analytics to uncover insights & support data-informed decision-making.
 - **Data Science Skill**
 - Data Science with R
 - Data Science Capstone
 - Machine Learning
 - Tableau Training
 - Data Science with Python
 - Power BI Development

My key strengths include:

- **Technical Proficiency:** Expertise in a wide range of technologies, ensuring robust & innovative solutions.
- **Strategic Thinking:** Ability to develop & implement effective strategies to achieve business objectives.
- **Analytical Skills:** Strong analytical skills to interpret data & drive data-informed decisions.
- **Leadership:** Proven leadership experience in guiding development teams & projects to success.

WHY I AM A GOOD FIT

I am particularly drawn to Velocity Media Lab because, in this role, I have an opportunity to work with the SEO and marketing team to research data and marketing processes. I believe that my skills & experience in web development, digital marketing, & data science make me an ideal candidate to contribute to your team's success. I am eager to apply my expertise & help to achieve its goals.

Thank you for considering my application. I have attached my resume for your review & welcome the opportunity to discuss my qualifications further. I look forward to hearing from you soon.

Sincerely,
Aditya Shashikant Kadam



ADITYA SHASHIKANT KADAM

SENIOR WORDPRESS DEVELOPER | TEAM LEADER | DIGITAL MARKETING MANAGER

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LinkedIn: <https://www.linkedin.com/in/aditya-k-142874111/>

SUMMARY

Versatile & results-driven professional with 10 years of experience as a Senior Web Developer**, specializing in custom WordPress solutions, PHP, JavaScript, & full-stack development. Proven expertise in leading development teams, optimizing website performance, & delivering scalable digital platforms. With 7 years of h&s-on experience in Digital Marketing, I have successfully executed SEO/SEM strategies, social media campaigns, & data-driven content marketing to drive online growth & user engagement. Recently exp&ed into Data Science, applying Python, machine learning, & analytics to uncover insights & support data-informed decision-making. A unique blend of technical, marketing, & analytical expertise to drive business success across web, marketing, & data domains.

ADDITIONAL INFORMATION

- **Website Skills:**
 - HTML5, CSS/BOOTSTRAP, JavaScript, MYSQL, PHP(Codeigniter)
- **CMS Skills:**
 - WordPress, Prestashop, Shopify, Drupal, Woocommerce
- **SEO Skills:**
 - Google Tag Manager, Google Ads, Facebook Ads Manager, LinkedIn Ads, Taboola Ads
- **Server Skills:**
 - ManageWP, WP-Engine, Mailchimp, Constant Contact, SendinBlue, Server Configuration, Database Management, Backup & Restore, (CDNs)/(CLI), Server Optimization, Server Migration, Website Core Web Vital, Cpanel, Inmotion, Bluehost, GoDaddy hosting & server-side
- **Data Science Skills:**
 - Data Science with R, Data Science Capstone, Machine Learning, Tableau Training, Data Science with Python,
- **Soft Skills:**
 - Client Handling Skills, Communication Skills, Problem-Solving Skills, Leadership Skills, Presentation Skills, Mentoring, Data Management, Jira, Zoho, Sprint, Team H&ling

EDUCATION

- **Banking & Finance - Mumbai University 2025**
- **H.S.C. - Mumbai University 2012**
- **S.S.C. - Mumbai University 2009**

CERTIFICATION

Postgraduate Certification: Data Science, 2024

Purdue University - Simplilearn - Certificate ID: 82222995

ACHIEVEMENTS

- **BEST PERFORMANCE & TEAM LEAD AWARDED BY ACONNECT DEC-20**
- **BEST PERFORMANCE & TEAM LEAD AWARDED BY FUTRAN TECH SOLUTIONS NOV-22**
- **BEST TEAM LEADER & MANAGER AWARDED BY ADAM PARKS JULY-24**

WORK EXPERIENCE

Velocity Media Lab – Freelancing

01/05/2025 - 24/10/2025

Sr. WP Developer & Team Lead, Digital Marketing

0 years 6 months 24 days

Project Link - <https://github.com/The-Aditya-Kadam/velocity-media-lab/website-list>

1. Regularly brief the team on tasks and provide solutions for projects/tasks.
2. Client calls and understanding client requirements & providing deadlines for projects/tasks.
3. Task distribution & creating a report on HUBSPOT under SPRINTS for tracking tasks.
4. Day-to-day task reports in HUBSPOT.
5. Task review & updating the task to clients via email.
6. Google Core Web Vitals speed optimization.
7. Accessibility generates reports for easy use of the website.
8. Console error resolving as per the website issue
9. Building & maintaining the social media presence.
10. Identifying trends & insights, & optimizing the performance of the websites based on the insights.
11. Brainstorming on new & creative growth strategies.
12. Collaborating with internal teams to create landing pages & optimizing user experience.
13. Collaborating with agencies & other vendor partners.
14. Write, design or edit web page content, or direct others producing content.

Epicenter Technologies Pvt.Ltd – India

01/05/2023 - 24/03/2025

Sr. WP Developer & Team Lead, Digital Marketing

1 years 10 months 21 days

Project Link - <https://github.com/The-Aditya-Kadam/epicenter-technology/>

1. Regular brief of tasks to the team & providing solutions for projects/tasks.
2. Client call & understanding client requirements & providing the deadline for projects/tasks.
3. Task distribution & creating a report on ZOHO CRM under SPRINTS for tracking tasks.
4. Day-to-day task reports in ZOHO CRM under CASE for clients.
5. Task review & updating the task to clients via email.
6. Google Core Web Vitals speed optimization.
7. Accessibility generates reports for easy use of the website.
8. ManageWP & WP-Engine, both portals have been used.
9. Console error resolving as per the website issue
10. Also, creating a dashboard for the SEO team to display the ranking of the website on Power BI
11. Designing, building & maintaining the social media presence.
12. Identifying trends & insights, & optimizing the performance of the websites based on the insights.
13. Brainstorming on new & creative growth strategies.
14. Collaborating with internal teams to create landing pages & optimizing user experience.
15. Collaborating with agencies & other vendor partners.
16. Write, design or edit web page content, or direct others producing content.
17. 'Articulate' E-learning modules & flashcards, INTERACTIVE eBooks' (EPUB2, 3, kindle book, mobi).
18. 'LMS' (development digital books assessments, HTML base game).
19. 'VIDGET' digital books of Vibgyor High, including digital game, assessment tools interactive.

Futran Tech Solutions Pvt. Ltd – India (Pune) EZJobs

Sr. WP Developer & Team Lead, Digital Marketing

02/01/2020 - 22/03/2023

3 years 2 months 20 days

Project Link - <https://github.com/The-Aditya-Kadam/fts-projects>

- 1.Task distribution & briefing the team about the Tasks/Projects.
- 2.Client Call & regular email task reports on jira & task tracking.
- 3.Day-to-day reports for all tasks done & making sure all websites are update to date.
- 4.Review & feedback to the team before submitting the task to the client.
- 5.Creating & approving a landing page for the publication of the product for marketing
- 6.Work on on-page & off-page SEO for website pages.
- 7.Create & execute SMS & email marketing campaigns.
- 8.Plan & execute all digital marketing efforts, including SEO/SEM, marketing
- 9.databases, email, social media, & display advertising campaigns.
- 10.Track, report, & analyze website analytics to evaluate the performance of SEO. Develop & maintain websites.
- 11.Research & forecast future sales & performance trends.
- 12.Develop & manage digital marketing campaigns.
- 13.Build a social media marketing strategy & execute it through competitive & audience research.
- 14.Measure & report the performance of all digital marketing campaigns, assessing them against goals (ROI & KPIs).

Aconnect Mumbai Australian-based company – India

Sr. WP Developer, TL & Digital Marketing

10/02/2018 - 01/01/2020

1 years 11 months 22 days

Project Link - <https://github.com/The-Aditya-Kadam/Aconnect-mumbai>

- 1.Plan & execute all digital marketing, including SEO/SEM, marketing database, email, social media & display advertising campaigns.
- 2.Build, plan & implement the overall digital marketing strategy.
- 3.Track, report, & analyze website analytics to check the performance of SEO.
- 4.Developing & maintaining websites.
- 5.Research & forecast future sales & performance trends
- 6.Develop & manage digital marketing campaigns. Manage the organization's website.
- 7.Lead, supervise, & motivate members of the digital marketing team
- 8.Identify new digital marketing trends & ensure that the backend & is in line with the industry developments.
- 9.Work on SEO on-page & Off Page of the website pages.
- 10.Creating & executing SMS & email-based marketing campaigns.
- 11.Website optimization & improving website speed on Google Page Speed.
- 12.Regular blog post updates & posting on social media.
- 13.Client requirement for WooCommerce website & customization of theme as per the requirements.
- 14.Media clean up & documenting the solution in the company drive for backup.
- 15.API integration for Google Tag Manager & Google CAPTCHA for data collection.
- 16.Product landing page for promotion every day; at least 7 pages have been created.
- 17.Payment integration with PayPal.

Project Link - <https://github.com/The-Aditya-Kadam/Formless-technology/>

1. Website optimization & improving website speed on Google Page Speed.
2. PSD to WordPress Website Development.
3. HTML games & using JavaScript for validation projects.
4. Could you please contact 7 to verify the number & alphabet?
5. Payment integration with PayPal.
6. Create & convert a work file, a PDF file, an HTML file, or any other format file, or any other format file content to e-books.
7. Create an e-book using external CSS & HTML.
8. Simplify the eBook creation & conversion process for EPUB 2 & EPUB 3.
9. Make it possible for client content to be Mobile-ready & accessible in any format that clients' readers require, such as e-readers, smartphones, or Tablets.
10. Develop assessment tools using languages like HTML, CSS, JavaScript, Storyline, Articulate & PHP.
11. Work on on-page & off-page SEO for website pages.
12. Create & execute SMS & email marketing campaigns.
13. Plan & execute all digital marketing efforts, including SEO/SEM, marketing databases, email, social media, & display advertising campaigns.
14. Track, report, & analyze website analytics to evaluate the performance of SEO.
15. Develop & maintain websites.
16. Research & forecast future sales & performance trends.
17. Optimize company pages on each social media platform to increase the company's content visibility.
18. Measure & report the performance of all digital marketing campaigns, assessing them against goals (ROI & KPIs).

ADDITIONAL KNOWLEDGE

SIMPLILEARN INSTITUTION

- <https://github.com/The-Aditya-Kadam/Natural-Language-Processing>
- <https://github.com/The-Aditya-Kadam/Data-Science-with-R>
- <https://github.com/The-Aditya-Kadam/Data-Science-Capstone>
- <https://github.com/The-Aditya-Kadam/Machine-Learning>
- <https://github.com/The-Aditya-Kadam/Tableau-Training>
- <https://github.com/The-Aditya-Kadam/Applied-Data-Science-with-Python>

THANK YOU
ADITYA S.KADAM