

CURRICULAM VIATE

VAIBHAV VISHNUPANT KALSE

Address: Plot No 101 Swami Nagar Tata Squre Manewada Nagpur

Mobile No. 9822118509

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Career Objectives:-

Motivated and detail-oriented WordPress Developer with 2+ years of experience in building responsive websites and managing WooCommerce stores. Skilled in customizing themes, optimizing site performance, and ensuring smooth e-commerce operations. Seeking to contribute to impactful digital solutions.

Strength:-

- Communication skills
- Hardworking & Responsible
- Can working under higher pressure
- Positive thinker and willingness to learn new things

Educational Details:-

Name of Exam	University/Board	Year	Percentage
SSC	Amaravati University	2014	63.40
HSC	Amaravati University	2016	54.15
Diploma In Electronics & Tele- Communication Engg. Pusad	MSBTE Mumbai Board	2021	84.12

Technical Skills:-

- MS Office Suite (PowerPoint, Word, Excel).
- Experience with HTML5, CSS3, JavaScript, and WordPress.
- WordPress, WooCommerce, Elementor, WPBakery, Gutenberg
- cPanel, FTP, DNS, Hosting Management
- SEO Basics, Schema Markup, Google Analytics
- Page Speed Optimization (GTMetrix, Google PageSpeed Insights)

Past Experience:-

1. Organization Name - Capital Finance Services

- **Year of working** – October 2019 to March 2020
- **Role** - Office Admin
- **Work Profile**
 - Checking and maintaining the Customer details and documents
 - Mailing the documents of customer to the head office
 - Maintain the customer details on excel sheet

2. Organization Name - Digitron software and Technology

- **Year of working** – January 2022 to July 2022
- **Role** - Word press Developer
- **Work Profile**
 - Developed and implemented a custom WordPress theme for a high-traffic e-commerce website, resulting in a 20% increase in conversion rate.
 - Created a custom plugin to integrate the website with a CRM system, streamlining lead capture and management.
 - Performed ongoing maintenance and updates to ensure website security, performance, and compliance with the latest WordPress standards.
 - Collaborated with designers, content creators, and marketing teams to deliver successful web projects on time and within budget.

3. Organization Name - RIVIEARTH LLP

- **Year of working** – September 2022 Currently working

➤ **Role - WordPress Website Manager**

➤ **Work Profile**

- Manage and confirm orders on different marketplaces (Amazon, Flipkart, Noon, Meesho, 1MG, Wordpress Websites etc)
- Listing of products on online channels
- Managed WooCommerce-based online stores, including product listings, inventory updates, and price adjustments
- Handled WooCommerce settings: payment gateways, shipping zones, tax settings, and order workflows
- Regularly updated WooCommerce plugins, themes, and core WordPress versions to ensure site stability and security
- Processed orders, handled refunds, and tracked shipping through the WooCommerce dashboard
- Monitored website performance and implemented optimizations for faster load times and smoother user experience
- Ensured secure checkout processes and integrated third-party tools (Razorpay, PayU, etc.) for payments
- Customized product categories, attributes, and variations to enhance user navigation and experience
- Optimized product pages with SEO-friendly content, tags, and structured data
- Integrated marketing tools (Mailchimp, Meta Pixel, Google Ads tags) for tracking and campaigns
- Generated and analyzed WooCommerce sales reports, customer data, and trends for strategic planning
- Ensured mobile responsiveness and cross-device compatibility of the WooCommerce store
- Implemented backup systems and performed regular site restores for risk mitigation.

Personal Details:-

- **Name:- Vaibhav Vishnupant Kalse**
- **DOB:- 02 Oct 1997**
- **Gender:- Male**
- **Father's Name:- Mr. Vishnupant Atmaram Kalse**
- **Mother's Name:- Mrs. Nirmala Vishnupant Kalse**
- **Nationality:- Indian**
- **Languages known:- Hindi, English, Marathi**

Declaration:-

I hereby declare that the information given in this CV is correct according to my knowledge & belief

Place: Nagpur

Signature:

Date