**SHASHI**



**Web Designer & Developer**

**eMail:** **shashi.381031@2freemail.com**

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| **Objective** |

 I am an energetic and imaginative Internet Marketing, Web Designer & Developer and I am able to work alongside other talented IT professionals in creating websites to the very highest standards. I am very well aware of industry issues and latest trends particularly concerning accessibility, usability, emerging technologies, and open source CMS.

Conversant with managing strategic and budgetary planning in conjunction with technology Hands on Experience of designing & implementing core digital marketing plans. In depth knowledge of identifying customer needs and industry trends to assist in planning and executing of strategic marketing plans. In addition, to exercise my programming and mid-level management skills in an organization where hard work and talents are recognized and rewarded.

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| **Area of Expertise** |

SEO (Search Engine Optimization) SEM (Search Engine Marketing)

PPC (Pay-per-Click) Marketing eMail Marketing

LPO (Landing Page Optimization) Site Designing & Coding

WordPress, WooCommerce, OpenCart, DMS Strategic Planning

Logo Designing Corel PaintShop & Adobe Photoshop

Serif PagePlus & WebPlus Web Analytics

Google Ad words Google Ad Sense

Adobe InDesign eCommerce Sites Development

Software & Hardware Installations Wired & Wireless Networking

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| **Career Profile** |

1. **Part Time Web Designer & Developer and Digital Marketing in Emirates Business House LLC. Dubai, UAE. - for a period of April 2018 to Present.**

**Responsibilities:**

* 1. Developing & Maintaining the Company Responsive Websites using with coding & WordPress.
	2. Continuously improve & optimizing marketing campaigns.
	3. Configured & Maintained Own Webmail Interface.
	4. Webhosting Server Management.
	5. Installation of cPanel, WHM, SSL Certificates and other hosting tools with configuration etc.
	6. Optimized all content with SEO keywords.
	7. Designing Logos & Banners for Websites.
	8. Simultaneously managing several databases and reporting tools.
	9. Participating in discussions with clients to clarify what they need.
	10. Providing technical support to end users.
1. **Web Designer & Developer cum Faculty – Inventech Web Services & Computer Education, VFX Training - for a period of May 2016 to April 2018.**

**Responsibilities:**

* 1. Responsible for Developing Responsive Websites with complete end-to-end responsibility for the design with coding, deployment and operation of the website.
	2. Responsible for preparing Website Development Plan with timeline and deliverables, and executing the same within the given timeline.
	3. Webhosting Server Management.
	4. Installation of cPanel, WHM, SSL Certificates and other hosting tools with configuration etc.
	5. Optimized all content with SEO keywords.
	6. Developed and Maintained Webmail Interface.
	7. POP3 & IMAP Mail Configurations
	8. Providing technical support to end users.
	9. Teaching Web Designing & Development Classes
	10. Developed DMS (Document Management System)

**List of Websites Developed & Maintaining under Inventech Web Services**

1. [**www.essacogroup.com**](http://www.essacogroup.com)
2. [**www.alessadental.com**](http://www.alessadental.com)
3. [**www.muscatroad.com**](http://www.muscatroad.com)
4. [**www.inventech.in**](www.inventech.in)
5. [**www.inventech.in/itmail**](http://www.inventech.in/itmail)(WebMail Interface)
6. [**www.rokkkit.com**](http://www.rokkkit.com)
7. [**www.excelfundingsolutions.com**](http://www.excelfundingsolutions.com)
8. [**www.aspireintegrated.com**](http://www.aspireintegrated.com)(Under Construction)
9. [**www.aspire-eng.com**](http://www.aspire-eng.com) (Expired)
10. [**www.aldunyallc.com**](http://www.aldunyallc.com) (Expired)
11. [**www.agasthyaforklifts.com**](www.agasthyaforklifts.com) (Expired)
12. [**www.screenillusions.com**](http://www.screenillusions.com)(Expired)
13. [**www.qsandbbsservices.com**](http://www.qsandbbsservices.com)(Expired)
14. [**www.flyingwingsentertainment.com**](http://www.flyingwingsentertainment.com)(Expired)
15. **Web Designer & Developer cum System Analyst – Hasan Juma Backer Trading & Contracting Co. LLC, Muscat, Sultanate of Oman** for a period of May 2008 to Apr 2016.

**Responsibilities:**

**Web Designing & Development:**

1. Inter-Office Mail, Document Management System and WebMail
2. Web site designing and development (Content Designing & Coding)
3. Hosting and Maintenance of web site.
4. Designing custom animations for sites using multimedia tools like Paint Shop Pro 7.0 & X2
5. Designed HJBMail Interface with latest technology & the fast and modern-looking AJAX webmail using PHP. A clean and intuitive webmail interface. The integrated web administration panel allows you to easily manage your users and system settings.
6. Designed & Maintaining Inter-Office Mail using WorkGroup Mail Server & Webmail Interface.
7. POP3 & IMAP Mail Configurations
8. Developed DMS (Document Management System)
9. Webhosting Server Management
10. Installation of cPanel, WHM, SSL Certificates and other hosting tools with configuration etc.
11. Optimized all content with SEO keywords.
12. Designing Logos & Banners for Websites and Designing Company Brochures, Flyers and News Paper Advertisements.

**System Analyst:**

1. Liaising extensively with external or internal clients;
2. Analyzing clients' existing systems and business models;
3. Mapping and documenting interfaces between legacy and new systems;
4. Understanding software development lifecycle;
5. Translating client requirements into highly specified project briefs;
6. Identifying options for potential solutions and assessing them for both technical and business suitability;
7. Conducting requirements analysis and preparing specific proposals for modified or replacement systems;
8. Developing solutions and related products;
9. Producing project feasibility and costing reports;
10. Presenting proposals to clients;
11. Working closely with colleagues, developers, testers and a variety of end users to ensure technical compatibility and user satisfaction;
12. Ensuring that budgets are adhered to and deadlines met;
13. Drawing up, supervising and documenting testing schedule for complete system;
14. Overseeing implementation of a new system including data migration;
15. Planning and working flexibly to deadlines;
16. Supporting users on change control and system updates;
17. Providing training and user manuals to users of a new system;
18. Keeping up to date with technical and industry developments
19. **Web Designer & Developer – SouthMatrix Computers Pvt.Ltd. Hyderabad, Andhra Pradesh for a period of Sep 2006 to April 2007.**

**Responsibilities:**

1. Web site designing and development (Content Designing & Coding)
2. Hosting and Maintenance of web sites.
3. Domain Registration, Site activation, Domain transfer with Inter NIC.
4. Designing custom animations for sites using, multimedia tools like Paint Shop Pro 7.0

**5. Web Developer – Cryon Multimedia Sdn. Bhd. Malaysia. for a period of 9th Oct, 2001 to**

 **November 27th, 2002**

 **Responsibilities:**

1. Web site designing and development (Content Designing)
2. Hosting and Maintenance of web sites.
3. Domain Registration, Site activation, Domain transfer with Inter NIC.
4. System study and preparation of proposals for the projects.
5. Documentation and reports of the project at various phases.
6. Documentation for user manuals with reference to the project developed.
7. Designing custom animations for sites using, multimedia tools like Paint Shop Pro and images using adobe products and Microsoft image composer.

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| **Technical Profile** |

**PGSCA (**Post Graduate Diploma in Software Commercial Applications**)** from BDPS, Narsapur

Diploma in **FoxPro** from BDPS, Narsapur

Diploma in **Oracle** from BDPS, Narsapur

**APA** (Advanced PC Applications) from NIIT, Narsapur

**eCommerce + Convergence** 2 years Course from NIIT, Hyderabad.

**1.** Certificate in Web Application Programming

**2.** Certificate in Web Application Design & Development

**3.** Certificate in Distributed Component Development

**4.** Certificate in eBusiness Site Development

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| **Technical Skills** |

Operating Systems : MS-Dos 6.22, Windows 95, Windows 98, Windows Me

 Windows NT Server 4.0, Windows NT Terminal Server,

Windows XP, Windows Vista, Windows 7, Windows 8, 8.1 & 10.

Languages : HTML - 4, 5, CSS3, DHTML, XML, WML, ASP, PHP, AJAX.

Scripting : VB-Script, Java-Script, WML-Script.

Packages : MS-Office-97 to 2016, FrontPage, Adobe Photoshop CS6, Corel PaintShop Pro X5, Animation Shop 3.0, Serif Page Plus X8, Serif Web Plus X8, Nitro PDF Pro, Adobe PDF Pro.

Editing & VFX : Movie Maker, Adobe Premier, Final Cut Pro, After Effects,

Blackmagic Fusion 7 & 8, Silhouette 4.1, Nuke 10.

DBMS : dBase III Plus, FoxPro 2.6.

RDBMS : Oracle with Developer 2000, SQL-Server 7.0, MS-Access, MySQL.

Networking : LAN, WAN, Windows NT, Terminal Server.

Development Tools : Developing websites using Visual InterDev 6.0,

Setting up Business to Consumer website using Site Server 3.0

Commerce Edition.

Setting up Business to Business websites using Site Server 3.0 Commerce Edition.

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| **Academic Profile** |

**Andhra University/ Visakhapatnam - 530 003, Andhra Pradesh, India**

* Master of Computer Applications (M.C.A), 2001

**Andhra University/ Visakhapatnam - 530 003, Andhra Pradesh, India**

* Bachelor of Arts, 1997

**Board of Intermediate Education/Hyderabad-500 001, Andhra Pradesh, India**

* Intermediate, 1992

### S.S.C from Board of Secondary Education, A.P. in the year 1990.

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| **Personal Profile** |

Date of Birth : 18/04/1979

Gender : Male

Marital Status : Married

Nationality : Indian

Languages known : Telugu, Hindi, English

I hereby declare that all the information quoted is true to the best of my knowledge. If you would give me a chance to serve your esteemed organization, I promise to serve to the best of my abilities.