

# ANMOL

[Graphic Designer + Digital Marketer + Wordpress Developer]



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## PROFESSIONAL SUMMARY

Seeking a new role as a Graphic Designer, Digital Marketer and Wordpress Developer, for a reputable company that demands the highest quality work in the professional arena. Takes creative flair and attention to detail to craft unique designs for websites, campaigns, branding material, and more. Adept in using graphic design softwares to increase sales and overall company productivity.

## WORK EXPERIENCE

### GRAPHIC DESIGN & WORDPRESS

**FREELANCER** (2022-Present)

- Developed over 40 responsive and customized WordPress websites tailored to clients' unique specifications.
- Specialized in theme customization, plugin integration, and optimal website performance for enhanced user experience.
- Executed various graphic design projects, creating visually appealing assets for digital and print media.
- Crafted engaging branding materials, including logos, banners, and promotional graphics, contributing to clients' brand identity.
- Implemented and optimized product pages, shopping cart functionality, and secure payment gateways for enhanced e-commerce performance.
- Proficient in using graphic design tools such as Adobe Photoshop, Illustrator, and other relevant software to create high-quality web graphics.

### SURAYAY NAMAH ENERGY - SOLAR EPC GRAPHIC DESIGNER & DIGITAL MARKETER

(September 2023 - May 2024)

- Designed and developed engaging marketing materials (e.g., brochures, flyers, presentations, social media graphics) to promote solar panel installations and company services.
- Collaborated with marketing and sales teams to understand their needs and translate them into effective visual communication.
- Designed infographics and data visualizations to present complex solar energy information in a clear and understandable way.
- Contributed to brand development by creating and maintaining brand assets like logos, color palettes, and typography guidelines.
- Increased organic website traffic through SEO optimization strategies, resulting in higher search engine rankings for key company pages.
- Improved website visibility on Google by implementing on-page SEO.
- Conducted keyword research to identify high-volume, relevant search terms for SEO optimization.
- Managed the company's CRM (Cronberry) system including assigning leads to the pre-sales manager and pre-sales executives.
- Created and maintained accounts for all new joiners on Google Work Console.

## HANDS OFF PUBLISHING - DIGITAL AGENCY

**GRAPHIC DESIGNER** (March 2023 - September 2023)

- Managed company's website (including all images, tools, and content).
- Managed company's social media platforms (including all images, videos, and graphics).
- Brainstorm new and creative growth strategies.
- Monitor, analyze content success & drive traffic to website.

## ASTRAL FLAVOURS - BAKERY

**GRAPHIC DESIGNER** (September 2022 - March 2023)

- Designed and developed the company's logo and website establishing a memorable brand identity.
- Executed successful social media campaigns, resulting in a increased online visibility and boosted sales by 15%.
- Managed day-to-day operations of social media accounts, curating engaging content.
- Created visually appealing graphics for advertisements and social media platforms, ensuring a cohesive and visually appealing brand representation.

## EDUCATIONAL QUALIFICATIONS

### PG Diploma (Graphic & Web Designing)

2022-2024

International School of Design

### Bachelors of Business Administration

2017-2020

Bharati Vidyapeeth Deemed University, Delhi

### Higher and Secondary Education

2014-2016

Vishwa Bharati Public School, Delhi

## PROFESSIONAL CERTIFICATIONS

### Digital Marketing (6 Months)

September, 2022 - March, 2023

Hansraj College, Delhi University

## GRAPHIC DESIGNING SKILLS

Photoshop, Illustrator, Corel Draw, Adobe XD, Adobe Creative Suit, Canva Pro, Sketch, Indesign, Dreamweaver, Figma, Adobe Premiere Pro

## WORDPRESS SKILLS

Hosting and Cpanel Management, WordPress Theme and Plugin Installation, Woocommerce Setup, Divi and Elementor, Payment Gateway, Theme Customization, Domain Migration, HTML and CSS.

## MARKETING SKILLS

SEO (On-page, Off-page, Technical), Do-Follow Backlinking, Social Media Marketing, Google Adwords, PPC, Google Analytics, Digital Ads, E-commerce Marketing, Lead Generation, Google Trends, Website Speed Optimization

## **INDIVIDUAL PROJECTS (GRAPHIC DESIGN)**

### **HOMEKITCHEN - UAE** (<https://homeekitchen.com/>)

Designed the logo, website graphics, business cards, social media posts for a ecommerce startup that sell home and kitchen appliances in the UAE.

**TOOLS:** Photoshop, Illustrator, Canva Pro, After Effects

### **SPL FITNESS - INDIA** (<http://splfitness.com/>)

Designed banner images and other images on the website for a well established GYM in Bangalore, SPL Fitness.

**TOOLS:** Photoshop, Illustrator, Canva Pro

### **ACCORDING TO MODISHYE BLOGS - USA** (<https://accordingtomodishyeblog.com/>)

Designed website graphics and thumbnails for a client that helps in the pursuit of education and personal growth in the USA.

**TOOLS:** Photoshop, Canva Pro

### **FOU FOU PUPPIES** (<https://foufoupuppies.ae/>)

Designed banner images and website graphics for a company that delivers healthy and high-quality puppies.

**TOOLS:** Photoshop, Canva Pro

### **THE ALEPH DIGITAL - INDIA** (<https://thealephdigital.com/>)

Designed images, graphics and other icons for a digital marketing company's website.

**TOOLS:** Photoshop, Canva Pro

### **UIUX ZONE - INDIA** (<https://thealephdigital.com/>)

Designed brand logo, graphics and other icons for a digital marketing company's website.

**TOOLS:** Photoshop, Illustrator, Canva Pro

### **ASTRAL FLAVOURS - INDIA** (<https://astralflavours.com/>)

Designed brand logo, business cards, menu, social media posts for a startup bakery, Astral Flavours.

**TOOLS:** Photoshop, Illustrator, Canva Pro

### **COVERBAE - UAE** (<https://coverbae.com/>)

Designed the logo, website graphics and social media posts for an ecommerce store that sells iPhone covers and accessories in the UAE.

**TOOLS:** Photoshop, After Effects, Canva Pro

### **KONTAR TRAINING CENTER - UAE** (<https://kontarbeauty.com/>)

Designed business cards, course brochure and redesigned brand logo for a beauty institute in the UAE.

**TOOLS:** Photoshop, Illustrator, Canva Pro

## **INDIVIDUAL PROJECTS (WORDPRESS)**

### **HOMEKITCHEN - UAE** (<https://homeekitchen.com/>)

Designed and developed an e-commerce website on WordPress that sells home and kitchen appliances in UAE. Provided hosting help and after services.

**TOOLS:** WordPress, Elementor, CSS, Woocommerce, Cpanel.

### **COVERBAE - UAE** (<https://coverbae.com/>)

Designed and developed an e-commerce website on WordPress that sells iPhone cover in UAE with PayPal Gateway. Provided Hosting help and after services.

**TOOLS:** WordPress, Elementor, CSS, Woocommerce, PayPal.

### **ACCORDING TO MODISHYE BLOGS - USA** (<https://accordingtomodishyeblog.com/>)

Designed and developed a website on WordPress with Stripe Gateway, that helps in the pursuit of education and personal growth in the USA. Provided hosting help and after services.

**TOOLS:** WordPress, Divi, CSS, Woocommerce, Cpanel, PayPal.

### **SPL FITNESS - INDIA** (<http://splfitness.com/>)

Designed and developed a website on WordPress with Razorpay Gateway, of a GYM based in Bangalore. Provided hosting help and after services.

**TOOLS:** WordPress, Elementor, CSS, Woocommerce, Cpanel, PayPal.

### **THE ALEPH DIGITAL - INDIA** (<https://thealephdigital.com/>)

Designed and developed a digital marketing website on WordPress. Provided hosting help and after services.

**TOOLS:** WordPress, Elementor, CSS, Woocommerce, Cpanel, PayPal.

### **ASTRAL FLAVOURS - INDIA** (<https://astralflavours.com/>)

Designed and developed an ecommerce website for a bakery company in India.

**TOOLS:** WordPress, CSS, Divi, Woocommerce.