YOGANANTHAN A

Digital Marketing Specialist | WordPress Developer
|Front-End Developer

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LinkedIn: in/yogananthan-developer/
Location: Kanchipuram, india

SUMMARY

Passionate WordPress Developer and Digital Marketing Professional with 2+ years of hands-on experience in developing high-performance websites and executing result-oriented marketing strategies. Known for strong problem-solving skills, teamwork, and consistently delivering quality solutions within deadlines.

PROFESSIONAL EXPERIENCE

Vinod V Sharma Ventures LLP **Dec 2024 - Dec 2025**

Digital Marketer | WordPress Developer

- Developed and managed **10 +** WordPress websites, ensuring responsive design and optimized performance.
- Handled personal brand management for the **Honorary Consul of Malawi**, improving digital presence and engagement.
- Planned and executed **Meta Ads** campaigns for the **Shikshasakthi Award Function**, achieving targeted reach and visibility.
- Managed and optimized **LinkedIn Ads campaigns** for lead generation and brand awareness.
- Built effective audience targeting strategies and executed **high-performing** lead generation campaigns.
- Managed **Amazon & Flipkart** product listings and campaign operations.
- Created **SEO-optimized** product listings to improve search rankings and increase conversions.
- Implemented SEO strategies to enhance website traffic and online visibility.
- Collaborated with teams to deliver **high-quality** projects within deadlines.

MPRS Office Management Services Pvt Ltd **Dec 2023 - Dec 2024**

web developer

- Developed and maintained responsive websites using **WordPress, HTML, and CSS,** improving user experience and site performance.
- Optimized websites for **speed**, functionality, and usability, ensuring smooth user interaction.
- Collaborated with cross-functional teams to design and implement new features aligned with project requirements.
- Performed regular website updates, maintenance, and **troubleshooting**.
- Contributed to delivering **high-quality** projects within deadlines through effective teamwork.
- Implemented basic **SEO techniques** including on-page optimization to improve search visibility.
- Assisted in testing and debugging to ensure bug-free **performance and website stability**.

SKILLS

Web Development: WordPress, HTML, CSS (Responsive & optimized websites)
Digital Marketing: Meta Ads, Google Ads, LinkedIn Ads (Lead generation & campaign scaling)
E-commerce Management: Amazon & Flipkart listings, SEO optimization, campaign handling
Analytics & Tools: Google Analytics, Search Console (Traffic & conversion insights)
Creative Tools: Canva (Ad creatives & marketing designs)

PROJECTS HANDLED

1. Orgoveda – www.orgoveda.com
2. Prime India – www.primeindia.co
3. Oneping – www.oneping.world
4. DivineArtz – www.divineartz.com
5. Titli Store – www.titli.store
6. Shikshasakthiawards Awards – www.shikhaasthithawards.com
7. Malawi Investment Mission – www.malawiinvestmentmission.com
8. Nexrise Infra – www.nexriseinfra.com
9. nexriseglobal.com - www.nexriseglobal.com
10. Neonex - www.neonex.co.in
11. Hitah Home Goods - www.hitahhomegoods.in
12. Headtoheels - www.headtoheels.net

ACHIEVEMENTS

- Recognized as a **Web Wizard** for delivering high-quality web development solutions.
- Earned the **Tech Duo Excellence** Award for exceptional collaboration and technical excellence.
- Awarded **Employee of the Month** for outstanding performance and dedication to project success.

EDUCATION

MCA - Master of Computer Application **2021 - 2023**

Anna University/ Thirumalai Engineering College.

BCA - Bachelor's of Computer Application **2018 - 2021**

Madras University/ Pachaiyapa's Mens College.

ADDITIONAL INFORMATION

- Languages: Tamil (Native), English (Professional Working Proficiency)
- Collaboration Tools: Google Meet, Microsoft Teams, Zoom
- LinkedIn Profile: https://www.linkedin.com/in/yogananthan-developer/