

SHAFIUDEEN N

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PROFESSIONAL SUMMARY

Website Manager with extensive experience in overseeing website design, development, and maintenance processes. A proactive and detail-oriented leader, skilled at guiding teams, streamlining workflows, and delivering SEO-optimized, responsive websites that exceed client expectations. Experienced in WordPress, CRM integrations, and using automation tools to boost project efficiency. Known for consistently meeting quarterly targets, resolving complex issues, and improving website performance with data-driven strategies. Passionate about scaling operations, fostering collaboration, and driving business growth through innovative solutions.

SKILLS

- CMS Management
- SEO Optimization
- CRM and API Integration
- Website Performance Monitoring
- A/B Testing
- Data Analytics and Reporting
- Agile Project Management
- Marketing Automation Tools
- Web Design & Troubleshooting

TECHNICAL SKILLS

- WordPress | Shopify | Divi | Elementor | WP Bakery | Wix | HTML/CSS | Zendesk | API & CRM Integrations | Jira | Confluence | Zapier | Google Analytics | Adobe Photoshop | Canva | Google Suite | Microsoft Suite

KEY ACHIEVEMENTS

- Reduced website turnaround time from 14 to just 4 days, streamlining operations and boosting team productivity.
- Grew the website team from 2 to 18 members, driving major revenue growth for Vendasta.
- Consistently hit every quarterly performance goal over 3 straight years.
- Nominated for the 'Best Intern of the Year' award by Switch Idea in 2018.

WORK EXPERIENCE

VENDASTA – WEBSITE MANAGER

AUGUST 2020 – JULY 2023

- Managed a team of 18+ web designers and 3 project leads to deliver responsive, SEO-optimized WordPress websites tailored to client needs.
- Improved production workflows through automation tools and agile methods, cutting average delivery times and boosting team productivity.
- Provided post-launch maintenance, including plugin updates, performance monitoring, and troubleshooting for international clients.
- Conducted website performance analysis, identifying improvements in load speed and engagement using A/B testing and content optimization.
- Presented profitability insights to senior management, influencing strategic decisions and scaling operational processes.
- Addressed escalated issues in web design projects, ensuring high-quality outcomes aligned with client expectations.

ELITE ELEVATORS PVT. LTD – WEBSITE DESIGNER

APRIL 2019 – JUNE 2020

- Designed and developed responsive websites and landing pages, optimizing performance for seamless user experiences.
- Customized WordPress themes and integrated interactive features using HTML, CSS, and JavaScript.
- Enhanced website functionality and performance by building custom integrations and addressing diverse client needs.
- Translated wireframes into functional websites while adhering to UX/UI best practices.
- Conducted regular maintenance and performance updates for live websites.

EDUCATION

Postgraduate Diploma in Business Management, Fanshawe College

2023 – 2024

Bachelor's in Commerce, SRM University

2015 – 2018

CERTIFICATION

Atlassian Agile Project Management Professional – LinkedIn Learning | 2024

Digital Marketing – Udemy | 2024

SEO Foundations – LinkedIn Learning | 2023