



## PERSONAL INFORMATION

## Ramesh Kumar Rajendran

 Hudson Court, Flat Nur 8, Triq San Gwann TA' L-Ghorghar  
SGN2100 San Gwann (MALTA)

 (+356) 77095307

 ramesh04kumar@gmail.com

 <https://www.linkedin.com/in/ramesh-kumar-rajendran-56605713>

 [www.webramesh.com](http://www.webramesh.com)

 Skype ramesh41280

## PREFERRED JOB

**Project Coordinator/ WordPress Designer, Developer /  
Graphic Designer / Digital Branding Designer / SEO**

## EDUCATION AND TRAINING

2006 – 2008 **Master of Science – Information Technology**

University of Madras, Chennai (India)

1997 – 2000 **B.C.A - Bachelor of Computer Applications**

University of Madras, Chennai (India)

## WORK EXPERIENCE

April 2012 – Present

**WordPress Developer / Graphic Designer****Total Activation, LLC., New Jersey (United States)**

- Creating and maintaining existing WordPress sites and Plug-in.
- Maintain Google Analytics Manage and ensure all contents are followed the SEO standards recommended by Google and other SEO services.
- Gathering requirements from the client and breaking them into manageable tasks for the team.
- Supporting client email marketing and online ecommerce store in Amazon, Wallmart and creating digital brand materials using adobe creative suite 6.
- Creating and maintaining course development software (LMS - Learning Management System) for the client software using LearnDash, Udemy, Webinarjam, Wistia, Optimizohub, Videoscribe, Animoto, Kajabi
- Tracking the project status and reporting updates to client and internal manager.

Nov 2010 – March 2012

**Project Coordinator****KGS Milestone Cons. Pvt. Ltd., Chennai (India)**

- Managing PHP, Tally synchronizing project for the purchase department in the construction industry and additionally building the attendance project using bio-metrics, intranet automation system.

May 2010 – September 2010

**Workflow Coordinator****Williams Lea India Pvt. Ltd., Chennai (India)**

- Assigning task to the team member and make sure the task has been completed within the deadline.
- Interacting with operation account manager and updating task status and quality, deliver-ability.
- Preparing weekly presentation about the task progress and performance of the team members.

May 2003 – April 2010

**Project Coordinator****RR Donnelley Outsource India Pvt. Ltd., Chennai (India)**

- Created thousands of digital branding materials such as logo, brochure, business cards, newsletter and more digital marketing materials by following world class professional templates professionally for the FedEx Kinko's printing and publishing service in USA.
- Managing team as a team lead and project coordinator and make sure every project delivered on- time with 100% quality.

**PERSONAL / SOFTWARE SKILLS****Certification****Certified Google Analytics Professional****Profile Summary**

14+ years of professional experience in WordPress Web Development, Digital Branding Material Creation (Graphic Designs), SEO, using Adobe Creative Suite, WordPress, Shopify, SEO strategies, Google Analytics.

**WordPress Web Development:**

Planning, designing, implementing website structure and creating CMS, LMS (WordPress), eCommerce (Shopify) websites and maintaining servers using WordPress | Shopify | HTML | CSS | PHP | SEO | Email Marketing.

**Email Marketing CRM / CRO / SEO /:**

Handling client website SEO, eCRM, email marketing and frequently worked with the following tools - Google Analytics | Hotjar | Klaviyo | Optimonk | Zapier | Piesync | Google Tag Manager | MOZ | Google Mobile Friendly Test | Clickfunnels | Pingdom | Browserstack | DRIP | 1ShoppingCart | Facebook Marketing | LeadPages | iContact | GMASS | Sendgrid | Mailgun | Neverbounce | Emailmeform.

**e-Commerce:**

Creating and managing client eCommerce products in Amazon, Walmart and other online shopping based on the Amazon seller central compliance. Also tracking orders, product reviews, delivery status, claim status followed by SLA and reporting to the manager.

**Branding Support:**

7 years of experience in digital branding material creation such as logo, brochure, newsletter and more by following FedEx Kinko's printing standards using Adobe Photoshop CS6, Adobe Illustrator CS6.

**Webinars / Online Course:**

Udemy | Webinarjam | Learndash | Wistia | Optimizehub | Videoscribe | Amazon Createspace | Animoto | Kajabi.