

# Parth Sahni

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## Overview

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Versatile Digital Marketing professional and Front-end Developer with 5+ years of experience leveraging JavaScript to build responsive websites, mobile apps, and interactive features that drive business growth and improve UX. Highly motivated with a strong customer service background and creative ability. Broad knowledge of a variety of in-demand marketing and design techniques. Good verbal and written communication skills with both technical and non-technical professionals.

## Education

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**Master of Computer Application (MCA)** 2017 - 2021

INDIRA GANDHI NATIONAL OPEN UNIVERSITY – New Delhi, India

**Bachelor of Computer Application (BCA)** 2014 - 2017

GURU GOBIND SINGH INDRAPRASTHA – New Delhi, India

## Professional Experience

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**FAIMtech** – Bangalore, India Jan 2019 – Present

### Creative Director and Marketing Specialist.

- Supervised design and production staff developing innovative designs for 10 projects while managing deadlines.
- Executed all digital marketing initiatives, including e-commerce marketing strategy, SEO and SMO, and social media content to scale up leads by 100%.
- Developed site content and graphics by coordinating copywriting, and designing images, icons, banners, and enhancements.
- Handled digital marketing endeavors using over 4 platforms including Facebook, Twitter, and Instagram.
- Analyzed strategies using digital marketing tools such as Google Analytics, Google Ads, Keyword Research, and Social Media Marketing.

**Crafted By Few** – New Delhi, India Jan 2016 – Dec 2018

### Front-end Designer & Web Developer.

- Designed custom, professional sites and apps using HTML, CSS, Bootstrap, JS, and others.
- Built 20+ blogs and e-commerce sites through WordPress, Magento, and OpenCart.
- Structured and grew site to over 1,000 monthly unique visitors within 3 months.
- Edited with CMS, Adobe Creative Cloud programs mainly Photoshop and Illustrator.

## Additional Information

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**Work Authorization:** Indian Citizen

**Languages:** English (fluent), Hindi (native)

**Skills:** Responsive Web Designing, App Screen Designing, UX Designing, Wire-framing, WordPress, Magento, OpenCart, SEO, SMO, PPC, Email Marketing, Google Analytics

**Tools & Technologies:** HTML, CSS, Tailwind CSS, Bootstrap, Vue.js, Nuxt, Gatsby, Laravel, Adobe XD, Figma, Sketch, Canva, IntelliJ, VS Code, Git

**Certifications:** Google UX Design Professional Certificate, Advanced Google Analytics