

SURAJ KUMAR

WORDPRESS DESIGNER

Portfolio: [Suraj.ignitemaark.com](https://suraj.ignitemaark.com)



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SKILLS

Web Development & Design-

- WordPress, Shopify, Wix
- Landing Page Creation
- SEO-Friendly Site Designs
- Clean UI & UX Experience
- Fully Responsive Sites
- LMS Creation & Setup

Optimization & Analytics-

- Conversion Optimization
- Website Analytics
- Tracking Setup Integration
- Website Security

Digital Marketing &

Communication-

- Copywriting
- Problem Solving
- Canva Designing
- Sales & Leads Nurturing
- Client Reach-outs & Relationship Management

Local SEO-

- Google Business Profile



PROFILE

I'm a WordPress Website Designer skilled in creating sales-driven websites, landing pages, and LMS platforms. I blend design with marketing to boost conversions and client growth, generated ₹24 Lakhs+ revenue through highconverting pages and Google & Meta Ads. Delivered 30+ websites and improved Sushma Electronics' local ranking for "TV Repair Services Tilak Nagar" within a month.



WORK EXPERIENCE

WordPress Designer

Aug. 2024 - Oct. 2025

My IT Techy- #132, Westend Mall, Janakpuri, Delhi-58

- Conducting client outreach, building relationships, and nurturing leads to generate website design opportunities.
- Improving client conversion rates by designing high-converting landing pages.
- Designing and developing customized WordPress sites, ensuring responsive design, user-friendly layouts, and business-specific features.
- Designing marketing graphics in Canva to support websites, landing pages, and campaigns.
- Ranked Sushma Electronics' GBP in one month for "TV Repair Services Tilak Nagar."

Digital Marketing Intern

Feb. 2024 - Jul. 2024

Digital Market Adda- Y-9, Durga Chowk, Delhi-86

- Manage and update LMS websites for smooth functionality, accessibility, and a seamless student learning experience.
- Design and optimize course landing pages to boost engagement, generate leads, and improve conversions.
- Write persuasive ad copies and landing page content to maximize campaign performance and response.
- Handle lead calls, follow-ups, and nurturing to convert prospects into qualified sales-ready leads.



EDUCATION

B. Sc. in Mathematics

3 Years Graduation Program

IGNOU- Distance Learning

Year: 2019 - 2022

Diploma in Mechanical Engineering

3 Years Diploma Program

Pusa Institute of Technology

Year: 2016 - 2019

PROJECTS

- E-commerce Sites
- Landing Pages
- Technology & Marketing Sites
- Education & LMS Sites
- Products Industry Sites
- Real Estate Sites
- Travel & Hospitality Sites
- Healthcare & Wellness
- Service Businesses Sites

ACHIEVEMENTS

In the past 2 years, I have gained hands-on experience designing diverse websites E-commerce, LMS, landing pages, travel, healthcare, and service sites—enhancing my skills in WordPress customization, user experience, client-specific solutions, and conversion-focused design. I have designed more than 30+ websites and improved my designing skills in WordPress Website Designing.

LANGUAGES

- Hindi (Native)
- English (Basic)



WEBSITES (I DESIGNED)

E-commerce Websites (Woo Commerce)

- [1. CarococoRoasters.com](http://CarococoRoasters.com) Coffee & Roastery
- [2. HelpingHerbalAyurveda.com](http://HelpingHerbalAyurveda.com) Ayurveda & Herbal Products
- [3. BabuMeatStore.com](http://BabuMeatStore.com) Online Meat Store
- [4. PureFable.com](http://PureFable.com) Beauty Care Products
- [5. Brukes.in](http://Brukes.in) Vending Machine Brand
- [6. Dermaveda.in](http://Dermaveda.in) Skincare/ Dermatology

Landing Pages (Single Page- Ad Purpose)

- [1. Booster.RajdhaniDawakhana.in](http://Booster.RajdhaniDawakhana.in) Health Booster Products
- [2. Booster.HelpingHerbalAyurveda.com](http://Booster.HelpingHerbalAyurveda.com) Health Booster Products
- [3. Web.MyITTechy.com/Website](http://Web.MyITTechy.com/Website) Website Demo/Template

Technology & Digital Marketing

- [1. MyITTechy.com](http://MyITTechy.com) Digital Marketing / IT
- [2. ZoyoDigital.com](http://ZoyoDigital.com) Digital Agency

Education & Classes (LMS Sites)

- [1. icodma.in](http://icodma.in) Digital Marketing Institute
- [2. ZoyoEducation.com](http://ZoyoEducation.com) EdTech Courses Enroll
- [3. KJClasses.com](http://KJClasses.com) Coaching & Classes

Product Industry

- [1. HariIronGroup.com](http://HariIronGroup.com) Iron & Steel Industry
- [2. ViyaanEnterprises.in](http://ViyaanEnterprises.in) Textile Industry
- [3. SushmaElectronics.in](http://SushmaElectronics.in) Electronics Company
- [4. Glenore.com](http://Glenore.com) Mining Material Suppliers

Real Estate Businesses

- [1. TheGGSGroup.com](http://TheGGSGroup.com) Business Group
- [2. A3krv.in](http://A3krv.in) Interior Design

Travel & Hospitality

- [1. TheVisaTravel.com](http://TheVisaTravel.com) Travel Agency
- [2. VisaDaddy.co.in](http://VisaDaddy.co.in) Visa & Immigration Services
- [3. TheGrandWorldVacation.com](http://TheGrandWorldVacation.com) Holidays & Vacations
- [4. Treksaga.in](http://Treksaga.in) Trekking & Adventure

Healthcare & Wellness

- [1. NayaPrakashan.org](http://NayaPrakashan.org) NGO/ Healthcare
- [2. IndianCounsellingServices.com](http://IndianCounsellingServices.com) Mental Health & Counselling

Service Businesses

- [1. TheSeventhVow.com](http://TheSeventhVow.com) Wedding/ Events Shoot
- [2. TarunSaluja.com](http://TarunSaluja.com) LIC Insurance Agency
- [3. MBFCCapital.com](http://MBFCCapital.com) Finance & Capital