



SURAJ KUMAR

WORDPRESS DESIGNER

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Visit My Portfolio: suraj.ignitemaark.com

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+* in revenue through high-converting Landing Pages and Google & Meta Ads, and improving Sushma Electronics' local ranking for "TV Repair Services Tilak Nagar" within a month. Having *delivered 30+ websites*, I'm eager to grow my skills at an advanced level within a dedicated digital marketing agency, where I can take on greater design challenges and contribute directly to the agency's growth by delivering the desired results for its clients.

WORK EXPERIENCE

Digital Marketing Executive: Unidus Acoustics India Pvt. Ltd.- Kirti Nagar, Delhi NOV 2025 - PRESENT

- Coordinate with internal teams to create marketing assets aligned with brand goals and business growth.
- Monitor key campaign performance metrics and optimize targeting and budget allocation to improve ROI.
- Manage end-to-end lead generation and lead tracking through Zoho CRM, improving lead follow-up and conversion rates.
- Plan, implement, and manage digital marketing campaigns across Google Ads, Meta (Facebook & Instagram), and LinkedIn to drive brand visibility and lead generation.
- Leverage marketing automation and outreach tools (Brevo, DoubleTick, Pabbly) along with LinkedIn Sales Navigator to enhance campaign reach and customer engagement.

WordPress Designer: My IT Techy- Janakpuri, Delhi AUG 2024 - OCT 2025

- Conducted client outreach, relationship management, and lead nurturing to identify new business opportunities.
- Coordinated with designers and developers to deliver responsive, user-friendly websites across varied industries.
- Created marketing graphics and social media content using Canva to support ad campaigns and landing pages.
- Improved a client's Google Business Profile local search ranking for a targeted service keyword within one month (Local SEO).
- Managed SEO and on-page optimization for client websites to improve organic search visibility and traffic.
- Built and optimized high-converting landing pages and WordPress websites, improving lead conversion rates for multiple clients.

Digital Marketing Intern: Digital Market Adda, Durga Chowk, Delhi FEB 2024 - JUL 2024

- Handled lead calls, follow-ups, and nurturing to convert prospects into sales-ready leads.
- Managed LMS website content updates to ensure smooth functionality and a seamless user experience.
- Designed and optimized course landing pages with persuasive copywriting to boost engagement and conversions. Assisted with keyword research and competitor analysis to support digital marketing strategy and campaign planning.

EDUCATION

B.Sc. in Mathematics | IGNOU

2019 - 2022

Diploma in Mechanical | Pusa Institute of Technology

2016 - 2019

CORE SKILLS

- **Web Development & Design:** WordPress, Shopify, Wix, Landing Page Creation, Elementor, PageLayer, CMS Management, 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 using GA4, GTM, GSC, Meta Pixels, UTM Parameters, etc.
- **AI Tools:** Claude.ai (Website Structure Development, Themes & Plugins Development, Daily Digital Marketing Tasks, and Workflow Management, etc.), ChatGPT (Content Writing), etc.
- **Digital Marketing & Communication:** Copywriting, Problem Solving, Canva Designing, Sales & Leads Nurturing Client Reach-outs & Relationship Management.
- **SEO:** Local SEO (Google Business Profile), and Full SEO (On-Page, Off-Page, & Technical SEO).
- **Business Management Tools:** CRM Tools (ZOHO), Brevo, DoubbleTick, LinkedIn Sales Navigator, etc.
- **Paid Ad Platforms:** Google & Meta Ads, PPC, LinkedIn Ads, SMM, Email Marketing, etc.

PROJECTS

E-commerce Websites | Landing Pages | Technology & Marketing Sites | Education & LMS Sites | Product Industry Sites | Real Estate Sites | Travel & Hospitality Sites | Healthcare & Wellness | Service Business Sites

WEBSITES DELIVERED

- **Real Estate:** TheGGSGroup.com
- **Education & LMS:** icodma.in, KJClasses.com
- **Technology & Digital Marketing:** MyITTechy.com
- **Healthcare & Wellness:** IndianCounsellingServices.com
- **Service Businesses:** MBFCCapital.com
- **Product Industry:** UnidusWallArt.com, HariilronGroup.com, SushmaElectronics.in, Glenore.com
- **Travel & Hospitality:** TheGrandWorldVacation.com
- **Landing Pages:** Web.MyITTechy.com/Website
- **E-commerce:** CarococoRoasters.com, Brukes.in

ACHIEVEMENTS

- Generated Rs. 24 Lakhs+ in revenue through high-converting landing pages and Google & Meta ad campaigns.
- Delivered 30+ websites and landing pages across e-commerce, LMS, healthcare, travel, and service industries.
- Improved a client's Google Business Profile local search ranking within one month for a targeted service keyword.

LANGUAGES

- Hindi (Native)
- English (Basic)