



# JASHAWANT PARASHAR

Web Developer & IT Specialist

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## ABOUT ME

Web Developer with a strong foundation in front-end and back-end development, complemented by expertise in SEO strategies. Adept at building user-friendly and visually appealing websites, ensuring seamless functionality and brand consistency.

Experienced in providing technical support and managing IT systems. Skilled in collaborating with cross-functional teams to deliver high-quality projects on time. Proficient in multiple programming languages and development tools, with a passion for solving complex technical challenges.

## EXPERIENCE

### CONOR AUSTRALIA PTY LTD

Remote (Work from Home)

January 2023 - Present

#### Web Developer & IT Support Specialist

- Build and maintain the company's website, ensuring optimal performance and user experience.
- Install and configure plugins/themes to enhance website functionality.
- Regularly update the website's plugins and troubleshoot issues to ensure uninterrupted operations.
- Handle technical needs beyond website management, including team tools and CRM setup.
- Provide technical support to team members, addressing IT-related challenges efficiently.
- Ensure cybersecurity for internal data and the website, implementing necessary protective measures.
- Monitor website uptime and resolve hosting-related issues promptly.

August 2023 - Present

#### Search Engine Optimization (SEO) Associate

Search Engine Optimization Leadership

- Grew online sales by 57% through optimization of monthly marketing budget allocation and investment into SEO team (2023)
- Liaised with influencers and key bloggers to extend public relations initiatives; yielding 22% ROI improvements.

### EFINFOTECH PVT. LTD.

Guwahati, Assam, India

January 2022 –  
October 2022

#### Web Developer & SEO Specialist

- Designed and developed user-friendly, visually appealing websites using HTML, CSS, and JavaScript.
- Implemented successful SEO strategies to increase organic traffic and conversions for client websites.
- Ensured brand consistency across all platforms while adhering to client requirements.
- Collaborated effectively with designers, content creators, and marketers to deliver projects on time and within budget.
- Provided clients with ongoing support and recommendations for website improvements.

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## INDIAN OIL CORP LIMITED

Guwahati, Assam, India

December 2021 -  
February 2022

### Internship Trainee

Project: Worked on a project named "Daily Attendance Reporting System (DARS)."

#### Key Learnings:

- Learned how to work effectively in a team.
- Gained experience in preparing and submitting reports.
- Enhanced problem-solving skills through real-world scenarios.
- Gained insights into the structure and hierarchy of large organizations.
- Improved communication skills through regular updates and team interactions.
- Gained insights into how large organizations, especially in IT, operate and manage tasks.

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## EDUCATION

2018 - 2022

### B.Tech in Computer Science and Engineering

**SRM INSTITUTE OF SCIENCE AND TECHNOLOGY**

Chennai, TN, India

2015 - 2017

### Science - (PCM)

**SAINT FRANCIS D'ASSISI SENIOR SECONDARY SCHOOL**

Guwahati, Assam, India

2015

### (Class I - Class X)

**DELHI PUBLIC SCHOOL, GUWAHATI**

Guwahati, Assam, India

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## SKILLS

- HTML5, CSS3, JavaScript
- Responsive Web Design
- Content Management Systems (CMS)
- Database Management (MySQL)
- WordPress Development (themes, plugins, customization)
- Website Analytics (Google Analytics, Google Tag Manager)
- ZohoSalesIQ, Amazon Seller Central, eBay Seller Central
- Microsoft Office Suite, Google Analytics, SEO Tools (Ahrefs, SEMrush, Moz)

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## CERTIFICATIONS

- Google Digital Marketing & E-commerce Certificate
- Google IT Support Professional Certificate

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## AWARDS

- Employee of the Month (October 2023)
- Recognition for contributing to the development of Daily Attendance Reporting System (DARS) during internship at Indian Oil Corp Limited
- Appreciation for teamwork and report presentation during internship at Indian Oil Corp Limited