Rohini Ranjan

✉ rohiniranjan059@gmail.com ☎ 8287448352   in rohini-ranjan   ⊙ rohini-ranjanR   Bē rohiniranjan1

Education

10th Board CBSE (DAV PUBLIC SCHOOL)	88.4%
12th Board CBSE (DAV PUBLIC SCHOOL)	94.4%
B.Tech. (Guru Tegh Bahadur Institute of Technology)	6.9 CGPA

Skill

Python	Figma	SQL	Git & GitHub	Operating System
C	Java	Data Analysis	AWS	Power BI
Project Management	Communication	Creative Thinking	Digital Marketing	Business Development

Work Experience (Tech)

iGlobal Services, Web and AI Developer, United State Remote   **Sep 2024 - Dec 2024**

- Designed, developed, and maintained **responsive websites**, ensuring optimal user experience and functionality.
- Managed **social media accounts**, creating and scheduling engaging content that enhanced **brand visibility** and **audience engagement.**
- Developed and implemented **automated workflows** for websites, improving operational efficiency and reducing manual effort.
- Monitored website and social media performance using tools like **Google Analytics** and **social insights**, providing actionable recommendations to improve traffic and engagement.
- Coordinated with cross-functional teams to align website updates and social media campaigns with overall business objectives.
- Designed graphics, wrote copy, and curated multimedia assets for digital platforms to maintain a cohesive brand image.

Kajkarma, Website Developer, Noida, India · Remote   **Aug 2024 - Dec 2024**

- Contributed to the **design and functionality of the Kajkarma website**, ensuring responsiveness across devices for an enhanced user experience.
- Assisted in streamlining the recruitment process by sourcing candidates, scheduling interviews, and maintaining records to support the HR team.
- Monitored and managed weekly goals for various teams, ensuring tasks were aligned with organizational objectives and delivered on time.
- Enhanced the **website's responsiveness** and performance, addressing technical issues and improving accessibility for users.
- Worked closely with cross-functional teams to ensure operational efficiency and alignment of project deliverables.

Swalook, Product Management Intern, Noida, India · Remote   **Aug 2024 - Dec 2024**

- Designed and developed a user-friendly **mobile application using Flutter Flow**, ensuring seamless functionality and a modern interface.
- Created a custom **CRM-based website** tailored to the company's requirements, streamlining customer relationship management and data handling.
- Built and optimized a **WordPress website**, integrating essential features for an enhanced user experience and improved site performance.
- Actively coordinated with cross-functional teams to gather feedback, implement updates, and ensure alignment with business goals.
- Focused on delivering intuitive and responsive designs, improving usability and customer satisfaction across digital platforms.

APPNEURAL, Website Developer, Noida, India · Remote   **Aug 2024 - Oct 2024**

- Created engaging posts while enhancing **brand visibility** and resonance with the audience.
- Improvements to **brand guidelines**, ensuring consistency and alignment with evolving brand identity and market trends.
- Worked on **clients' websites**, optimizing their functionality and design to deliver a user-friendly experience.
- Designed logos for a client's company, creating a visual identity that reflects their brand values and enhances recognition.
- Developed presentations to showcase the project development process, providing clients with a clear roadmap and setting expectations for successful project completion.

G4U BRANDS, WordPress Developer, Illinois, United States · Remote   **Aug 2023 - Sep 2023**

- **Website Maintenance:** Regularly managed website health by identifying and resolving minor bugs, ensuring smooth functionality and improved user experience.
- **Security Enhancements:** Implemented essential updates and changes to address security vulnerabilities, safeguarding user data and enhancing trust.
- **Affiliation Program Development:** Designed and launched a tailored affiliation program for B2B customers, driving partnerships and expanding market reach.
- **SEO Optimization:** Leveraged the Yoast plugin to optimize site content for search engines, enhancing visibility and organic traffic.
- **Indexing Oversight:** Conducted thorough checks to ensure proper indexing, improving site discoverability and search engine ranking.

eBiz Global Group, Wordpress Developer, Chicago, Illinois, United States, Remote   **Feb 2023 - Aug 2023**

- **Website Optimization:** Conducted thorough audits to identify and resolve bugs, ensuring a seamless user experience and optimal site performance.
- **Content Management:** Updated and refreshed website content, including blog and service pages, to enhance relevance and engage target audiences effectively.
- **Technical Proficiency:** Utilized Elementor to design a visually appealing footer and implement a dynamic carousel showcasing professional experience, enhancing overall site aesthetics.
- **Link Maintenance:** Proactively checked for and repaired broken links, improving site navigation and bolstering SEO performance.
- **Creative Writing:** Crafted compelling content that communicates brand values and services clearly, driving user engagement and conversions.

Work Experience(Non-Tech)

Samkit Infosystems, Digital Marketing Intern, London, United Kingdom, Remote   **July 2024 - Nov 2024**

- Executed effective backlink-building campaigns and optimized website content to improve search engine rankings and organic visibility.
- Monitored websites for bugs, technical issues, and performance optimization, ensuring smooth functionality and user experience.
- Regularly updated website content and implemented changes based on availability and user needs.
- Identified and engaged potential leads for company products through targeted strategies and market research.
- Designed and structured visually appealing and user-friendly web pages to enhance engagement and functionality.
- Developed innovative content ideas and maintained a comprehensive content calendar to streamline social media campaigns.
- Conducted in-depth research on competitors' social media strategies to identify trends and opportunities for differentiation.
- Assisted in planning and executing social media campaigns, ensuring alignment with overall business objectives.

WE CARE WE BRIDGE, Client Acquisition Intern, Bengaluru, India · Remote   **Jun 2024 - Nov 2024**

- Established connections with playschools across multiple cities to identify their needs for teacher training programs tailored for educating children with ADHD and similar conditions.
- Promoted awareness of specialized training programs to empower educators in effectively teaching and supporting special-needs children.
- Gathered and maintained a comprehensive database of doctors and specialists providing treatment and support for children with ADHD and related conditions.
- Fostered relationships with educational institutions and medical professionals to bridge gaps in care and education for special-needs children.
- Supported initiatives to raise awareness about the importance of specialized training and treatment for children with developmental and behavioral challenges.

S.M. Enterprises, Sales Promoter & Executive Assistant, Mumbai, India · Remote   **Jul 2024 - Nov 2024**

- Identified and sourced potential leads from various platforms to expand the customer base and drive sales opportunities.
- Conducted cold calls and engaged with prospective clients to inquire about their product requirements, usage patterns, and preferences.
- Shared detailed product information, brochures, and samples to highlight features and benefits, tailoring pitches to client needs.
- Maintained regular follow-ups with clients to nurture relationships, address inquiries, and ensure a seamless sales process.
- Negotiated terms, addressed concerns, and successfully closed sales by converting leads into long-term customers after sample trials.
- Gathered and analyzed client feedback to understand market trends and improve product offerings and sales strategies.

INTIGLY, Lead Generation, Delhi, India · Remote   **Jun 2024 - Jul 2024**

- Sent connection requests to senior professionals, strategically expanding the network to support organizational growth.
- Proactively connected senior employees within the organization, fostering collaboration and enhancing interdepartmental relationships.
- Added contacts for employees and leads in the CRM, building a comprehensive database to support seamless communication and streamlined operations.
- Regularly worked within the Zoho platform, maintaining the CRM profile and ensuring all relevant updates were made to maximize efficiency.
- Added contacts for employees and leads in the CRM, building a comprehensive database to support seamless communication and streamlined operations.

Nutterly, Business Development Intern, Bengaluru, India · Remote

- Created a month's worth of social media posts, including a dedicated campaign to drive engagement, build brand awareness, and connect with the audience.
- Compiled a lead sheet of gift hamper stores across India to support targeted outreach and strengthen business development efforts.
- Developed a comprehensive product catalog, presenting offerings in a visually appealing and organized format to attract and inform potential clients.
- Conducted in-depth competitive analysis and created a report on business strategies used by key competitors, identifying best practices and growth opportunities.
- Designed and optimized an Instagram profile to enhance brand visibility and engagement, aligning the aesthetics and messaging with brand objectives.

Bezt Labs, Zonal Manager, Delhi, India Remote   **May 2024 - Jun 2024**

- Engaged with the organization's community, fostering meaningful connections to strengthen relationships and enhance engagement.
- Designed and implemented a feedback survey form, enabling community members to share insights and provide valuable feedback.
- Collected and analyzed feedback to identify improvement areas and drive positive changes within the organization.
- Collaborated with team members to ensure the feedback process was user-friendly, confidential, and impactful.
- Leveraged feedback data to provide actionable recommendations, aligning organizational initiatives with community needs and expectations.

GitHub Contributions

- **MDN Web Docs:** wrote documentation about margin trim attribute, fix a number of broken links and solve vulnerability, contribute in translated content and make correction in words.
- **IVY let's unify AI:** correct misspells, and repeated content.
- **Bootstrap:** gave a suggestion about feature enhancement.
- **Devdocs.io:** report an issue with HTML content
- **phpMyAdmin:** report an issue with global_priv' corrupt

Certificate

- Complete Web Design: From Figma to Web flow (2023)
- Hindustan Pratibha Samman Certificate (2016)