



Tarun Kumar Gupta

SR. SOFTWARE ENGINEER

Contact



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Technical Skills

Skills:

HTML, CSS, JavaScript, JQuery, JSON,
Shopify, Big-Commerce, Learning Nodejs

Tools:

VS code, GitHub, Bitbucket, Draw.io,
Figma, Postman

Operating Systems:

Mac, Windows, iOS

Certifications

Shopify

- Product Fundamental
- Theme Development

Bigcommerce

- Products

About

I have been working in an ecommerce industry for the past 7 years. I have a good experience in website design, adaptation and maintenance. Seeking a position to utilize my skills and abilities in the ecommerce industry that offers professional growth while being resourceful and innovative and flexible.

Education History

MBA in Marketing & HR	2016
Prestige Institute of Management, Gwalior	
BSc. in IT	2013
Kuvempu University – NIIT, Agra	
Diploma in Software Engineering	2012
NIIT, Agra	
10+2	2009
Sanjay Gandhi Inter College, Agra	

Work Experience

Tech Mahindra, Pune	Jan 2021 – Present
Sr. Software Engineer	

Accomplishments –

- Professional-level knowledge of Shopify Theme development.
- Working closely with the Technical Architect and Junior Team Members to manage all aspects of the software development lifecycle.
- Developing & Migrating other E-commerce sites on Shopify.
- Worked on high-functioning e-commerce websites with customized modules.
- Integrating third-party and platform-supported apps using API's in the sites.
- Optimizing page speed of Shopify Sites
- Knowledge of payment integration, shipping methods and taxes in Shopify.
- Building out custom Shopify modules and modifying pre-existing themes depending on the scope of the project.
- Worked closely with international clients for a variety of projects to meet their requirements, and complete their work within the proposed time frame.
- Help presales team on project estimations
- Prepare technical deck project wise in which cover all the requirements related to project.
- Independently learned cross platform (Bigcommerce) and provided Bigcommerce training to trainees.

Assistant Manager

Accomplishments –

- Independently designed and executed multiple brands websites on Shopify with theme customization, 3rd party apps and payment gateway integration, inventory uploading.
- Creating custom home page layouts.
- Creating discount codes individual and bulk.
- Creating custom landing pages for offers using Pagefly
- Working closely with the designers.
- Website testing in terms of designing and workflow.
- Creating logics for automation.
- Handled SEO – Website Analysis, Content and Meta-Tags Optimization, region-specific targeting, Sitemap creation and submission (search engines: Google, Bing, Yahoo)
- Website Handled – <https://crossloop.co.in> | <https://www.timetutelary.co.uk> | <https://www.sevasoul.com.hk> | <https://www.ralphpierre.in> | <https://texet.co.in>

Lawrence & Mayo, Mumbai**Dec 2016 – Nov 2019****Marketing Executive**

Accomplishments –

- Independently designed and executed the new company website on Shopify with theme customization, apps and payment gateway integration, inventory uploading, create custom product pages. (<https://lawrenceandmayo.co.in>)
- Handled SEO – Website Analysis, Content and Meta-Tags Optimization, region-specific targeting, Sitemap creation and submission (search engines: Google, Bing, Yahoo)
- Handled SMO – Google, Facebook, Instagram
- Orchestrated a special campaign for annual Sunglass Mela Promotion on social platforms
- Monitored Google Analytics, AdWords and Facebook dash boards
- Executed Keyword Analysis, Revisions & Implementation
- Optimized online Marketing Plan by creating and analyzing weekly/monthly analysis report on SEO & Social media campaigns
- Conducted Competition analysis monthly for online competitors – Lenskart, Himalaya Optical, Coolwinks, Titan eye+
- Managed external agencies – Toggle head, Ecommerce 24, Jinfo Solutions, Crystal logic, MAA Communications

Infibrix Technologies, Mumbai**June 2016 – Dec 2016****Marketing Executive**

Accomplishments –

- Creation of static websites using HTML, CSS, jQuery, Bootstrap
- Designing logo, banners, emailers using photoshop
- Handled SEO – Website Analysis, Content and Meta-Tags Optimization, region-specific targeting, Sitemap creation and submission (search engines: Google, Bing, Yahoo)
- Handled SMO – Google, Facebook, Instagram
- Monitored Google Analytics, AdWords and Facebook dash boards
- Executed Keyword Analysis, Revisions & Implementation

Professional Skills

Project Management



Problem Solving



Creativity



Leadership

