

Mohit Kumar Gill

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32, Devi Nagar, Suraj Kund Road, Meerut-250002

Professional Summary

Experienced Website Designer & Digital Marketing Expert with a strong track record since 2011 in web development, UI/UX design. Since 2019, I have also been specializing in digital marketing, including social media marketing and PPC campaign management. Adept at leveraging digital strategies to enhance brand visibility, lead generation, and customer engagement. Passionate about user experience and performance optimization, seeking opportunities to contribute to high-profile projects.

KEY SKILLS & EXPERTISE

- Web Development, Mobile Application Designing & UI/UX Design (WordPress, OpenCart, Magento, HTML, CSS, JavaScript, Bootstrap, PHP, Android)
- Digital Marketing (Facebook Ads, YouTube Ads)
- Social Media Marketing (Facebook, Instagram, LinkedIn, Twitter, YouTube)
- E-commerce Development (Woo Commerce, Shopify, Payment Gateway Integration)
- Design & Branding (Adobe Photoshop, Adobe Premiere Pro, Adobe After Effects)
- Data Analytics & Performance Optimization (Google Analytics, YT Analytics, FB Analytics)

PROGRAMMING LANGUAGES

- HTML / XHTML
- CSS and CSS3
- JavaScript
- Bootstrap
- PHP
- WordPress
- OpenCart
- Magento

PROFESSIONAL EXPERIENCE

Senior Officer - Marketing Development Department

Dayal Fertilizers Pvt. Ltd. (2022 – Present)

- Developed and executed digital marketing campaigns to increase brand visibility and sales.
- Managed social media accounts, growing engagement and followers.
- Implemented SEO strategies to improve organic search rankings and traffic.
- Launched PPC and paid advertising campaigns, optimizing conversions.
- Conducted market research & competitor analysis to refine digital marketing efforts.

Officer - Marketing Development Department

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Lead Engineer

Dayal Info Systems Pvt. Ltd. (2016 – 2019)

- Developed responsive websites for various industries using WordPress, OpenCart, and Magento.
- Designed and implemented UI/UX improvements for web and mobile applications.
- Developed custom PHP functionalities and JavaScript-based features.
- Conducted A/B testing and usability research to enhance website.

Portfolio / Link

- Official Website: website.dayalgroup.com
- Info systems Website: www.dayalinfosystems.com
- YouTube Channel: Dayal TV - Agri Inputs
- Facebook Page: Dayal Agri Inputs
- LinkedIn: Dayal Group

KEY ACHIEVEMENTS

- Increased YouTube subscribers for **Dayal TV - Agri Inputs** from 1,500 to 38,000 through engagement strategies.
- Grew Facebook followers for **Dayal Agri Inputs** to 21,000 through targeted campaigns and audience engagement, leveraging digital marketing strategies to enhance brand visibility.
- Grew the LinkedIn page of **Dayal Group** to 14,000 followers through targeted campaigns and audience engagement.
- Managed a social media campaign that boosted brand awareness and generated high-quality leads.

Web Designer

Risein Technology (2014 – 2016)

- Designed websites for multiple clients, ensuring cross-browser compatibility and responsive designs.
- Developed UI/UX strategies to improve customer retention and engagement.
- Worked on e-commerce website development, integrating payment gateways and shopping cart functionalities.

Web Designer

Premi Info solution Pvt. Ltd. (2013 – 2014)

- Designed websites for multiple clients, ensuring cross-browser compatibility and responsive designs.
- Developed UI/UX strategies to improve customer retention and engagement.
- Worked on e-commerce website development, integrating payment gateways and shopping cart functionalities.

Web Designer

MPS Techworks (2011 – 2012)

- Designed websites for multiple clients, ensuring cross-browser compatibility designs.
- Developed UI/UX strategies to improve customer retention and engagement.

Previous Company Portfolio / Link

- Net Paisa: www.netpaisa.com
- Lappy Soft: www.lappysoft.in
- Pinnacle Technology: www.pinnacle-technology.com
- Ijordan Tours: www.ijordantours.com
- Heart Care 360: www.heartcare360.com
- USSPL: www.usspl.co.in

CERTIFICATION & TRAINING

- Google Digital Marketing Certification
- Hub Spot Content Marketing Certification

PROFESSIONAL EDUCATION

- Master of Computer Applications (MCA) – Centre for Management & Technology, Greater Noida (2011)
- Bachelor of Computer Applications (BCA) – Nice Management College, Meerut (2008)

SOFTWARE & TOOLS EXPERTISE

- Adobe Creative Suite (Photoshop, Premiere Pro, After Effects, Dreamweaver)
- Microsoft Office Suite (Excel, Word, PowerPoint)
- Google Analytics, Google Ads, Facebook Ads Manager
- Brackets, Notepad++, Visual Studio Code

PERSONAL DETAILS

- Date of Birth: 14th September 1985
- Marital Status: Married
- Nationality: Indian
- Languages: Hindi, English
- Hobbies: Cooking, Traveling, Reading

REFERENCE

Available upon request.

I affirm that the above information furnished in this resume is true and correct to the best of my knowledge and belief.

Date:

Place:

Applicant
(MOHIT Kr. Gill)