

# ARCHANA SOLANKI

EMAIL MARKETING EXPERT &  
WORDPRESS CONSULTANT

## CONTACT

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## EDUCATION

Master of Technology  
Computer Science  
Specialised - AI Deep Learning

Symbiosis International  
University  
2013-2015

Bachelor of Engineering,  
Information Technology

Gujarat University  
2006-2010

## SKILLS

- **Technical:** HTML, CSS, PHP, MySQL, JavaScript including libraries like jQuery and AJAX

## PROFILE

- > **WordPress Whisperer:** 8+ years of taming the beast!
- > **Web Dev Wizard:** HTML, CSS, PHP, MySQL, JS at my fingertips
- > **Content Conjurer:** Crafting emails & captivating content
- > **Results Rocket:** Proven success with Awesome Motive, BuddyBoss & rtCamp
- > **Lifelong Learner:** Constantly leveling up!

## EXPERIENCE

Freelance | Email Marketing Specialist &  
WordPress Consultant - Jan 2024 - Present

- **I weave words that win hearts (and clicks):** Crafting website landing pages, email funnels, newsletters, and blog posts that engage audiences and drive results.
- **Email marketing maestro:** Designing and executing email campaigns that boost open rates by an average of 20% (think subject lines that get noticed!).
- **WordPress whiz:** Building and customizing websites that are not only user-friendly but also optimized for search engines.

- **Content & Marketing:** Writing, Email Marketing, SEO best practices, Email Designing, Website and Landing page design, Email Funnels and Newsletters
- **WordPress:** Theme & plugin customization, Technical Writing, Troubleshooting, Documentation, Bug Reporting
- **Languages:** English (fluent), Hindi (fluent), Gujarati (native)

## PUBLICATIONS

- [IJCA - International Journal of Computer Applications](#)

## CERTIFICATIONS

- **Introduction to Generative AI:** Google Cloud
- **Email Marketing:** Hustle Post Academy
- **Google Digital Marketing & E-commerce Professional Certificate:** Google
- **SCTS:** Java

- **Content creation chameleon:** Adapting writing style to fit your brand voice, from informative blog posts to persuasive ad copy.
- **Your website & email sidekick:** Providing ongoing support and maintenance to ensure your online presence is always up-to-date and secure.

### Awesome Motive, Inc. | Technical Support Specialist - Sep 2020 – Mar 2023

- Provided top-notch technical support via tickets, resolving customer issues with clear code solutions.
- Managed social media support on Facebook and Instagram to boost customer engagement.
- Created and delivered engaging email newsletters for clear communication and customer retention.
- Analyzed customer feedback and documented recurring issues to improve WordPress plugins.

### BuddyBoss | Happiness Engineer Oct 2017 – Aug 2020

- Delivered expert email support, troubleshooting complex issues with tools like Firebug and Chrome DevTools.
- Created detailed bug reports and provided customized WordPress hooks for client needs.
- Produced helpful video tutorials and documentation to enhance user knowledge and product usability.
- Supported all BuddyBoss products, ensuring seamless customer experiences.

### Freelance WordPress Engineer Sep 2016 – Mar 2017

- Assisted clients in troubleshooting and debugging WordPress themes and plugins using Firebug and DevTools.
- Developed clear instructional guides, including videos and documents, for better support.
- Specialized in customizations for BuddyPress and WooCommerce themes and plugins.

## Indi Design | Digital Head

Jul 2016 – Dec 2016

- Led the development and maintenance of various websites (business, e-commerce, portfolio, events).
- Customized WordPress themes and plugins, and made HTML and CSS modifications.

## rtCamp Solutions Pvt. Ltd. | WordPress

Engineer - Mar 2016 – Jun 2016

- Developed comprehensive guides for developers, detailing the customization processes and best practices for using rtMedia plugins effectively.
- Created user-friendly documentation to assist non-technical users in navigating and utilizing rtMedia features.
- Delivered responsive and effective support for rtMedia products, addressing user queries and troubleshooting issues promptly.
- Produced and recorded introductory videos to help new users understand and get started with rtMedia products, enhancing user onboarding and satisfaction.
- Engaged with the user community, gathering feedback to inform product improvements and updates, ensuring rtMedia solutions met user expectations.

## OnBac | Web Developer - Sep 2014 – Jan 2015

- Developed websites for authors and e-commerce platforms using WooCommerce.
- Customized WordPress themes and plugins to improve user experience and functionality.

## Templatic WordPress Themes

- **Jr. PHP Developer (Mar 2012 – Oct 2012):** Planned and built WordPress themes and plugins from scratch (PHP, MySQL, AJAX, JavaScript, jQuery).
- **Technical Support Executive (Feb 2011 – Aug 2011):** Provided technical support, resolving customer issues with code tweaks and customizations.