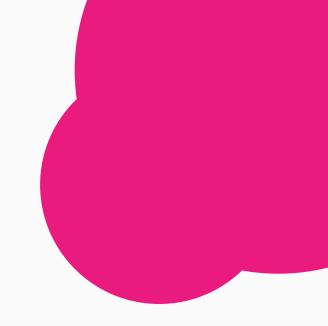
ARCHANA SOLANKI

EMAIL MARKETING EXPERT & WORDPRESS CONSULTANT



CONTACT

+91-7769055890
https://archanasolanki.com/
hey@archanasolanki.com/
LinkedIn
WordPress.org

EDUCATION

Master of Technology
Computer Science
Specialised - Al 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 ecommerce 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.