

PRAMOD KUMAR

IT Specialist | E-Commerce Expert | Performance Marketing | Data Analyst

+91 7060958737 | pramodkmr1511@gmail.com | pramodtandia.in | Meerut, Uttar Pradesh

EXECUTIVE PROFILE

To leverage 13+ years of experience in **IT, Web Development, ERP/CRM, E-Commerce, Performance Marketing, and Data Analytics** to deliver scalable technology solutions and drive digital transformation. Seeking a challenging role where I can apply expertise in **ERP/CRM development and implementation, Shopify, Google & Meta Ads, Power BI, IT infrastructure, and business automation** to improve operational efficiency, online growth, and data-driven decision-making.

CORE RESPONSIBILITY AREAS

#	Responsibility Area	Scope of Work
1	E-Commerce & Sales Systems	Oversight of order flow, checkout, product listings, and all sales-related integrations
2	Website & Digital Infrastructure	End-to-end management of stag.global, masita.com & b2b.masita.com, icttf.co — uptime, performance, Core Web Vitals, UI, and access control
3	SEO & Search Visibility	SEO governance, Search Console & Merchant Center audits, indexing management, and website optimization strategy
4	Digital Marketing (Google & Meta Ads)	Plan, execute, and optimize Google Ads and Meta Ads campaigns, including audience targeting, conversion tracking, remarketing, budget management, creative testing, ROAS optimization, and performance reporting
5	ERP / Internal Portals	25+ module custom ERP: HR, Payroll, Leave, Orders, Production, Inventory, BOM, Warranty, Sales, and Customer Management
6	AI Tools & Digital Automation	AI-assisted content creation, code generation, workflow automation, and integration of ChatGPT, Claude, and Gemini into business processes and digital products
7	Infrastructure & Security	Hosting, backup systems, DNS/SSL management, and proactive monitoring of websites, servers, and infrastructure health
8	Cross-Department IT Leadership	Strategic IT support and digital solutions for Sales, Production, HR, Operations, and Marketing teams

PROFESSIONAL EXPERIENCE

Stag Global Pvt. Ltd. | *IT Specialist, E-Commerce Expert & Performance Marketing* Jan 2024 – Present

- Led **IT strategy and digital transformation** across Sales, Production, HR, Marketing, and Operations, aligning technology with business requirements.
- Designed, developed, implemented, and maintained a **25+ module ERP/CRM system** covering HR, Payroll, Leave, Production, Orders, Inventory, BOM, Warranty, Sales, and Customer Management.
- Developed and maintained **websites and web applications**, including responsive UI, custom functionality, API integrations, SEO, performance optimization, and troubleshooting.
- Managed end-to-end **Shopify e-commerce operations**, including product management, storefront optimization, checkout, payment gateways, SEO, analytics, and conversion optimization.
- Planned, executed, and optimized **performance marketing campaigns across Google Ads and Meta Ads**, monitoring ROAS, CPA, CTR, conversions, and revenue.
- Performed **data analysis and reporting** using Power BI, Excel, Google Analytics, Search Console, Merchant Center, Shopify, Google Ads, and Meta Ads.
- Created **Power BI dashboards, KPI reports, and business performance reports** to deliver actionable, data-driven insights for management.

- Implemented **AiSensy** for WhatsApp marketing, lead management, customer engagement, automated communication, and marketing workflows.
- Managed **Google Workspace**, including Gmail, Drive, Shared Drives, Calendar, user administration, access control, and security.
- Managed **IT infrastructure and network administration**, including LAN, Wi-Fi, servers, firewall, NAS backup, Domain Controller, DNS, SSL, hosting, and cybersecurity.
- Provided **cross-functional IT support** and implemented system integrations, automation, and technology solutions to improve operational efficiency and productivity.

Webtech IT Solutions | Senior Web Developer

Apr 2018 – Jan 2024

- Led end-to-end delivery of 50+ web development projects — from requirement gathering to deployment
- Managed client relationships, defined project scopes, and maintained delivery timelines across simultaneous projects
- Conducted QA reviews, performance audits, and code reviews for the development team
- Introduced best practices in responsive design, SEO, and security that became team standards

Global Intelligence Technology | Computer Software Trainer

Jul 2016 – Apr 2018

- Designed and delivered comprehensive training programmes in C, C++, Java, PHP/MySQL, and Web Development
- Mentored students through live project execution, technical assessments, and career readiness

Softyf Technologies Pvt. Ltd. | Network & Server Administrator

Dec 2014 – Jul 2016

- Designed, implemented, and maintained enterprise LAN/WAN and server architectures
- Deployed and managed security systems, firewalls, and intrusion detection solutions

Global Info Services | Technical / IT Support Engineer

Apr 2012 – Dec 2014

- Provided IT support, Windows administration, SonicWall firewall management, and network security for EPFO

TECHNICAL SKILLS

Category	Technical Skills
Web Development & E-Commerce	PHP, MySQL, Laravel, HTML5, CSS3, JavaScript (ES6), jQuery, RESTful APIs, WordPress, Shopify, Shopify App Integration, Payment Gateway Integration, SEO Optimization
Data Analysis & Reporting	Power BI, Data Analysis, KPI Reporting, Dashboard Development, ERP/CRM Systems, Requirement Gathering, Process Mapping, Business Process Automation
AI Tools & Automation	ChatGPT, Claude, Gemini, Prompt Engineering, AI Workflow Automation, AI-Assisted Development, API Integration, Content Automation
Digital Marketing & SEO	Google Search Console, Google Merchant Center, Google Analytics (GA4), Meta Ads, Google Ads, Technical SEO, Core Web Vitals, Website Performance Optimization
Infrastructure & Cloud	Windows Server, Linux (RHEL), LAN/WAN, DNS, DHCP, VPN, SSL/TLS, Domain Management, Web Hosting, NAS Backup, Server Administration
Networking & Security	SonicWall Firewall, Network Security, CEHv8, Ethical Hacking, Firewall Management, Access Control, Cybersecurity Best Practices, Backup & Disaster Recovery
Development Tools	Git/GitHub, VS Code, Postman, phpMyAdmin, Microsoft Office Suite, Microsoft Visio, Figma (Basic), Jira (Basic)

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- E-Commerce & Marketing — Udemy
- Performance Marketing — Udemy
- Power BI Data Analysis — SimpliLearn
- Certified Business Analyst Professional (CBAP) — SimpliLearn

- Cyber Security — TuteDude (Pursuing)
- Certified Hardware & Networking Professional — JCHNP (Jetking)
- Red Hat Enterprise Linux (RHEL) Administration — Jetking
- Cyber Security Workshop — i3 India, New Delhi
- Cisco Certified Network Associate — CCNA
- Microsoft Certified Solutions Expert — MCSE

EDUCATIONAL QUALIFICATIONS

Qualification	Institution	Specialization
B.Tech — Computer Science	IETE, New Delhi	Bachelor of Technology in Computer Science
JCHNP Certification	Jetking	Hardware & Networking Professional
RHEL Certification	Jetking	Red Hat Enterprise Linux
Cyber Security	TuteDude	Information Security & Cyber Defence
Intermediate (12th)	B.P. Inter College, U.P. Board	Science (Physics, Chemistry, Math)

KEY PROJECTS & PORTFOLIO

- Website & ERP:** stag.global, tournaments.stag.global, masita.com, b2b.masita.com, blsgroups.org, healthsolutiontech.co.in, icttf.co
- **Masita Netherlands** — Multilingual B2B e-commerce portal and distributor ordering system for a Netherlands-based sports brand
 - **AI Integration & Automation** — Integrated ChatGPT, Claude, and Gemini APIs into ERP workflows, website content pipelines, and e-commerce operations to automate tasks and enhance productivity
 - **Shopify Storefront Development** — Custom Shopify stores with Liquid theming, payment gateway integration, and SEO optimisation

PERSONAL DETAILS

Date of Birth: 15-11-1988	Marital Status: Married
Languages: English, Hindi	Location: Meerut, Uttar Pradesh

DECLARATION

I hereby declare that all information provided in this resume is true, complete, and accurate to the best of my knowledge and belief.

Pramod Kumar
Meerut, Uttar Pradesh

Date: _____