

SAGAR PATEL

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OBJECTIVE

A dedicated and versatile professional with expertise in Web Development, Digital Marketing, SEO, WordPress, Graphic Design, UI/UX, and Desktop Support. Passionate about crafting visually appealing, user-centric designs and seamless websites while optimizing for user engagement and brand communication. Committed to delivering high-quality solutions that enhance user experience, improve online visibility, and drive business growth. Adept at staying updated with the latest industry trends and continuously refining skills to provide innovative and effective results across digital platforms.

EDUCATION

CHARUSAT UNIVERSITY

Masters of Technology in Computer Engineering

2013–2015

PARUL UNIVERSITY

Bachelors of Engineering in Computer Science

2010–2013

BBIT, TECHNICAL EXAMINATION BOARD

Diploma in Computer Engineering

2007–2010

PROFESSIONAL EXPERIENCE

VTECH SOLUTION INC. – Washington DC

Digital Marketing Head & Graphics Designer

March 2023–Nov 2024

- Led design strategy for digital marketing, boosting brand visibility across platforms.
- Created infographics for US Federal proposals, simplifying complex data for clarity.
- Developed marketing materials, including brochures, flyers, and social media visuals, ensuring brand consistency.
- Collaborated with the marketing team to craft compelling design concepts aligned with messaging.
- Transformed technical content into engaging graphics, improving user understanding.
- Worked with clients to deliver tailored design solutions meeting business needs.
- Managed multiple design projects, ensuring timely delivery and quality.
- Optimized designs for web and mobile, enhancing user experience.
- Analyzed design performance and adjusted strategies for better engagement.
- Coordinated with cross-functional teams to align design with marketing goals.

- Mentored junior designers, fostering creativity and growth.

GRAYNWHITE

Website Developer & SEO Specialist

March 2022–February 2023

- Developed and deployed fully responsive WordPress websites, ensuring high performance, user satisfaction, and seamless functionality across devices.
- Led web design and development initiatives, specializing in WordPress solutions with Elementor, WooCommerce, JetEngine, and other customizations.
- Collaborated with design teams to craft user-friendly and accessible interfaces, enhancing overall user experience and site usability.
- Customized and extended WordPress themes and plugins to meet client requirements, ensuring clean and scalable code.
- Utilized HTML, CSS, JavaScript, and PHP to build dynamic, interactive website features, improving site engagement and functionality.
- Conducted thorough testing and debugging to ensure compatibility across browsers and devices, resolving any performance or functionality issues.
- Implemented comprehensive SEO strategies, optimizing websites for improved search engine visibility and ranking.
- Utilized SEO tools like Google Analytics, Google Search Console, SEMrush, Ahrefs, and Yoast SEO to track performance, monitor keyword rankings, and conduct in-depth audits.
- Applied on-page SEO techniques, including optimizing meta tags, headers, URLs, images, and content for better search engine ranking.
- Executed off-page SEO strategies, focusing on link-building, guest posting, and improving domain authority to drive traffic.
- Leveraged technical SEO practices, including improving website speed, mobile optimization, structured data implementation, and ensuring proper site architecture for search engine crawlers.
- Stayed current with industry trends, algorithm updates, and best practices, integrating new techniques to enhance both development and SEO performance.
- Managed SEO for clients including Stelis, synergICE - Strides, Naari, and InstaPill, ensuring their websites ranked higher on search engines, resulting in increased organic traffic and conversions.

CHARUSAT UNIVERSITY

Assistant Professor

August 2015–June 2022

- Developed, managed, and maintained the university's official website, ensuring smooth functionality and user experience.
- Taught courses in Web Technology (PHP, .NET, Java), Software Testing (Manual, Selenium – Automated Testing), Web Design (HTML, CSS, JS, Photoshop, Illustrator, Figma), and C/C++, fostering critical thinking and problem-solving skills.
- Organized coding competitions (Codechef, HackerRank) and technical events (Cognizance, WebComptia) to promote innovation and hands-on learning.
- Conducted research in Cloud Infrastructure for the Virtual Lab Project, exploring scalable solutions for education and remote learning.
- Mentored undergraduate and graduate students in academic, technical, and research projects, fostering teamwork and collaboration.
- Contributed to departmental initiatives by serving on various academic and research committees.
- Developed and managed industrial consultancy projects, including Shanti Overseas (<https://shantioverseas.com.sg>) and FEM Fluid (<https://www.femfluid.com>).

- Provided Desktop Support to faculty and staff, troubleshooting hardware and software issues to ensure seamless operations.
 - Assisted with Networking solutions, including LAN/WAN configuration, security, and troubleshooting for university systems and infrastructure.
 - Applied Data Analysis techniques to research projects, using tools like Excel, Python, SQL, and Power BI to generate insights and present data visually for informed decision-making.
 - Delivered workshops on Data Analysis, Networking fundamentals, and Power BI, enabling students to develop practical, industry-ready skills.
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CERTIFICATIONS

- **AWS:** Solutions Architect SAA-C01
 - **Microsoft:** MCSA: Windows Server 2012 | MCP: Azure Fundamental AZ900
 - **SEO:** GA4 for SEO – SEMRush
 - **Google:** The Digital Marketing by Google Digital Unlocked
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TECHNICAL SKILLS

- **Web Development:** WordPress, Elementor, WooCommerce, JetEngine, HTML5, CSS3, JavaScript, PHP, .NET, Java
 - **Web Design:** Photoshop, Illustrator, Figma, UI/UX Design, Responsive Web Design, Mobile Optimization
 - **SEO:** Google Analytics, Google Search Console, SEMrush, Ahrefs, Yoast SEO, On-Page SEO, Off-Page SEO, Link Building, Keyword Research, Technical SEO, SEO Audits
 - **Software Testing:** Manual Testing, Selenium, Automated Testing, Test Case Design, Bug Reporting
 - **Programming Languages:** C, C++, PHP, Java
 - **Cloud Infrastructure:** Virtual Lab Projects, Cloud Solutions, Scalability
 - **Networking:** TCP/IP, DNS, DHCP, Router/Switch Configuration, Network Troubleshooting, Wireshark, Ping, LAN Setup
 - **Desktop Support:** Hardware Troubleshooting, Software Installation, System Configuration, IT Support
 - **Project Management Tools:** Jira, Trello, Asana
 - **Version Control:** Git, GitHub
 - **Data Analysis:** Power BI, Tableau, Advanced Excel, Python
 - **Database Management:** MySQL, SQL, Database Design, Data Migration
 - **E-commerce:** WooCommerce, Online Payment Integration, Product Management
 - **Tools & Software:** Selenium, Google Analytics, SEMrush, Ahrefs, Yoast SEO, Wireshark, Trello, Jira, Git, Visual Studio, Eclipse, Microsoft Office Suite, Figma
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ADDITIONAL INFORMATION

- **Language Proficiency:** English, Gujarati, and Hindi
- **References:** Available upon request