

Nakul Chadha

WEB DEVELOPER | DIGITAL MARKETER | SEO/SEM EXPERT

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PROFILE

I am a highly skilled professional with over +12 years of experience in the fields of **WordPress and Shopify development, UI/UX design, Digital marketing, and SEO**. I have expertise in creating stunning, user-friendly websites and E-Commerce stores that are optimized for performance and conversions.

As a Shopify and WordPress developer, I have experience in customizing themes and plugins to suit his clients' unique needs. I have ensured that every website I create is **responsive, visually appealing, SEO friendly and easy to navigate**.

My passion for UI/UX design shines through in my work and creates beautiful and intuitive user interfaces that are designed to engage users and drive conversions. My designs are always user-focused, ensuring that they are easy to use and accessible to all.

In addition to My technical skills, I am also a **digital marketer and SEO expert**. I understand the importance of driving traffic to his clients' websites and use his knowledge of search engine algorithms to optimize their sites for better rankings and visibility. My digital marketing strategies include social media marketing, Paid ads, email marketing, PPC advertising, and more.

I am known for his client-centric approach, and I always take the time to understand his clients' needs and objectives. I am dedicated to **delivering high-quality work** that exceeds his clients' expectations and provides exceptional customer service.

If you're looking for a talented and experienced Shopify and WordPress developer, UI/UX designer, digital marketer, and SEO expert, look no further than me.

MY SKILL

- ❖ Websites Development
- ❖ WordPress Development
- ❖ Shopify Development
- ❖ E-Commerce Development
- ❖ Digital Marketing
- ❖ Pay Per Click (PPC)
- ❖ Search Engine Optimization (SEO)
- ❖ Search Engine Marketing (SEM)
- ❖ Graphic Designing
- ❖ Social Media Handling
- ❖ E Mail Marketing
- ❖ Facebook Ads

PERSONAL DETAILS

Mobile – +61 451 569 722

Website – www.nakulchadha.com

E Mail – hello@nakulchadha.com

Language – English, Hindi, Punjabi

LinkedIn – www.linkedin.com/in/chadhanakul/

PROFESSIONAL EXPERIENCE

Senior Web Developer & Digital Marketing Expert

Impact Marketing – Australia

Present

In my current role at Impact Marketing, I combine technical web development with strategic digital marketing to deliver high-performing websites and impactful online campaigns. I lead website management, SEO optimization, Google Ads strategy, and workflow automation, helping clients achieve measurable growth and digital success.

- Spearhead end-to-end management and optimization of the company website, ensuring high performance, intuitive user experience, and seamless lead generation.
- Architect and implement advanced SEO strategies—including in-depth keyword research, on-page optimization, and off-page link-building—to enhance organic visibility and drive targeted traffic.
- Design, launch, and optimize high-performing Google Ads campaigns that maximize ROI, reach qualified audiences, and generate measurable lead conversions.
- Develop tailored, data-driven marketing strategies for clients, focusing on audience engagement, brand growth, and achievement of key business objectives.
- Streamline internal operations by designing and deploying automated workflows, reducing manual effort, and improving team efficiency and client service delivery.
- Collaborate with cross-functional teams to ensure timely execution of projects, maintaining quality standards and exceeding client expectations.
- Utilize analytics tools (Google Analytics, Search Console, SEMrush, etc.) to monitor campaign performance, extract actionable insights, and refine strategies for continuous improvement.
- Serve as a digital marketing advisor, combining technical web development skills with strategic marketing acumen to deliver 360-degree solutions for clients.
- Maintain a proactive approach to industry trends and emerging technologies, ensuring cutting-edge digital strategies that keep Impact Marketing ahead of the curve.

CMO / Digital Marketing Manager / IT Spl. / Web Developer

Oxie Nutrition -INDIA

DEC 2021 – AUG 2023

As a CMO & Digital Marketing manager & Web Developer Specialist at CALOBIT FOOD & BEVERAGES Pvt. Ltd. I am managing 4 Projects || Oxie Nutrition (**oxienutrition.com**) || wonderland Parks (**wonderlandthepark.com**) || Wonderland Farms (**wonderlandfarms.in**) and The Bender Co. (**thebenderco.com**) Firstly, I did this developed these three E-Commerce websites are Wonderland Parks, Wonderland Farms and Oxie Nutrition I created in Shopify The other The Bender Co. website is built in WordPress.

- Launch optimized online adverts through Google Adwords, Facebook etc. to increase company and brand awareness.
- Customizing the appearance and functionality of websites using WordPress themes and Shopify templates.
- Developing and implementing custom plugins and modules to extend the capabilities of WordPress and Shopify.
- Integrating third-party tools and services into the websites, such as payment gateways and shipping calculators.
- Troubleshooting and fixing bugs and issues with the websites.
- Ensuring that the websites are secure and free from vulnerabilities.
- As a digital marketing manager, I would be responsible for overseeing and executing the online marketing strategy for the company.
- Developing and implementing a digital marketing plan that aligns with the overall business strategy.
- Managing and optimizing the company's online presence, including the company website, social media accounts, and email marketing campaigns.
- Conducting market research and analysis to identify new opportunities and trends.
- Creating and managing content, such as blog posts, social media posts, and email newsletters.
- Running and analyzing digital marketing campaigns, such as search engine marketing (SEM) and social media advertising.
- Measuring and reporting on the performance of digital marketing campaigns and making data-driven decisions to improve results.
- Establish our web presence to boost brand awareness.
- Maintain a strong online company voice through social media.
- Measures and reports performance of all digital marketing campaigns and assesses against goals (ROI and KPIs).
- Implement digital marketing activities across a broad range of digital marketing channels (SEO, SEM, Social Media, Email, Mobile, Display).

DIGITAL MARKETING MANAGER / SEO / SEM / WEB DEVELOPER

JUNE 2021 – DEC 2021

Lovely Professional University (LPU) -INDIA (Contract Basis)

As a Digital Marketing Manager/Web Developer at LPU I am manage 3 Projects ARGANICARE (www.arganicare.in), GUITARISMA (www.guitarisma.in) & LOVELY LIFESTYLE (www.lovelylifestyle.com) I used to manage all three of these websites also used to do the work of SEO & WEB DEVELOPMENT on these three websites.

- Strategic Consulting, including business plan & sales strategy development.
- Brand development, web site traffic growth, web site UI/UX and advertising revenue.
- Plans and executes all web, SEO/SEM, database marketing, email, social media, and display advertising campaigns.
- Designs, builds, and maintains our social media presence.
- Measures and reports performance of all digital marketing campaigns and assesses against goals (ROI and KPIs).
- Identifies trends and insights and optimizes spend and performance based on the insights.
- Brainstorms new and creative growth strategies through digital marketing.
- Developed brand strategy and statistics systems.
- Website Analysis and work on Meta tag Optimization.
- Regular website health checks using webmaster, Ahrefs & SEMrush tools. Fixing errors and on page factors using Google Webmaster Tool.
- Optimizing HTML tags, Permalinks names, page names & descriptions to improve SEO.
- Optimizing existing content, page titles and descriptions which helps in improving organic traffic.
- Implementing Google Analytic tracking and Google Search console on websites using Google-approved methods.
- HTML and XML sitemaps creation and implementation for indexing of deep listing pages.
- Analysis of daily traffic using Alexa and Google Analytic and implementing strategy to increase traffic.
- optimized websites of Mobile/Tablet Development & SEO.
- Competitor Analysis using different SEO tools and developing strategy for link building and content optimization for higher organic traffic.

WEB DEVELOPER SEARCH ENGINE OPTIMIZATION (Contract Basis)

DEC 2020 – APRIL 2021

TechPyramid -INDIA

As a **WordPress and Shopify web developer**, I was responsible for designing, developing, and maintaining websites using these platforms. My responsibilities was typically include:

- Customizing the appearance and functionality of websites using WordPress themes and Shopify templates.
- Developing and implementing custom plugins and modules to extend the capabilities of WordPress and Shopify.
- Integrating third-party tools and services into the websites, such as payment gateways and shipping calculators.

- Troubleshooting and fixing bugs and issues with the websites.
- Ensuring that the websites are secure and free from vulnerabilities.

As a search engine optimization (SEO) specialist, I was responsible for improving the visibility and ranking of websites in search engine results pages (SERPs). My responsibilities were typically include:

- Conducting keyword research to determine the most relevant and profitable keywords for the website.
- Optimizing website content and structure to ensure that it is search engine friendly.
- Building high-quality backlinks to the website to improve its authority and relevance in the eyes of search engines.
- Tracking and analyzing the performance of the website in SERPs to identify areas for improvement.
- Keeping up-to-date with the latest SEO best practices and trends to ensure that the website remains competitive.

As a Web Designer at Jaspo Worldwide, I was responsible for designing and maintaining visually engaging and user-friendly web pages. In addition to my core design responsibilities, I actively contributed to digital marketing and SEO initiatives by optimizing website content and improving online visibility. I collaborated closely with content and marketing teams to ensure consistent branding and delivered high-quality designs that aligned with business goals.

- Designed and developed visually engaging, responsive web pages that enhanced user experience and aligned with brand identity and industry standards.
- Collaborated with content and marketing teams to ensure cohesive branding, messaging, and visual consistency across digital platforms.
- Played a key role in planning and executing digital marketing campaigns, contributing creative assets and strategic design insights.
- Implemented SEO best practices to optimize website content, structure, and performance, resulting in improved search rankings and organic traffic.
- Conducted regular website audits and updates to maintain functionality, visual appeal, and alignment with evolving business goals.
- Demonstrated initiative beyond core design responsibilities by supporting digital marketing and SEO strategies, adding measurable value to team efforts.
- Delivered high-quality, user-friendly designs under tight deadlines while maintaining professionalism and attention to detail.
- Took ownership of web page development and redesign projects, ensuring timely delivery and adherence to technical and aesthetic standards.
- Testing and debugging: Testing the website thoroughly to identify and fix any bugs or issues that may impact the user experience or the functionality of the ecommerce platform.
- Website security: Ensuring that the website is secure from hacking and other security threats, including implementing regular backups, updating plugins and themes, and using secure coding practices.
- Customer management: Implementing a system for managing customer information, including storing customer data, tracking customer orders, and handling customer inquiries and support requests.
- Order management: Developing a system for managing orders, including tracking the status of orders, updating customer information, and handling returns and cancellations.
- Shipping and tax calculation: Implementing a system for calculating shipping and tax based on the customer's location and the products being purchased.
- Payment gateway integration: Integrating a secure payment gateway, such as PayPal or Stripe, to allow customers to securely purchase products.
- Website design: Creating a visually appealing and user-friendly design for the website, taking into account the target audience, brand guidelines, and the overall aesthetic of the skateboard industry.
- Product management: Developing a system for managing products, including adding, editing, and deleting products, managing product categories, and handling product images and descriptions.
- Ecommerce integration: Integrating an ecommerce platform, such as WooCommerce, into the website to enable the sale of skateboards and related products.
- Theme customization: Customizing a WordPress theme to match the website's design and ensure that it functions optimally.
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DIGITAL SALES MANAGER (Freelance)

AUG 2019 – AUG 2020

KAA Advertising -DUBAI

Primarily, my work was digital marketer charge of all the digital channels and used them to drive brand awareness and generate leads. That is to say, a digital marketer's roles and responsibilities involve overseeing and development of the overall content strategy for an enterprise, as well as marketing campaigns.

- Working on the websites of high visibility, multinational companies & brands.
- Implement digital marketing activities across a broad range of digital marketing channels (SEO, SEM, Social Media, Email, Mobile, Display).
- Manage the creation of relevant and engaging digital content for publishing onto various digital platforms.
- Coordinating with sales team & third party technical support to ensure the successful delivery of a project.
- Launch optimized online adverts through Google Adwords, Facebook etc. to increase company and brand awareness.
- Estimating the time required to complete the work & providing quotes to clients. Design digital media campaigns aligned with business goals.
- Coordinate the creation of digital content (e.g. website, blogs, press releases and podcasts)
- Manage end-to-end digital projects.
- Establish our web presence to boost brand awareness.
- Maintain a strong online company voice through social media.
- Liaise with Marketing, Sales and Product development teams to ensure brand consistency.
- Suggest and implement direct marketing methods to increase profitability.
- Monitor ROI and KPIs.
- Stay up-to-date with digital media developments.

SR. GRAPHIC DESIGNER & WEB DEVELOPER

2015 –2019

KRITI ENTERPRISES -INDIA

As a Senior Graphic Designer and web developer, I was responsible for leading design projects, made multipurpose websites, managing junior designers, and ensuring the quality of the designs produced by the team. The following are the key I was handled responsibilities of a Senior Graphic Designer & web developer:

- Supervise the assessment of all graphic materials in order to ensure quality and accuracy of the design.
- Collaborated with the team to design, structure, and implement new websites from start to finish updated existing websites.
- Managed projects or tasks at a given time while under pressure to meet weekly deadlines.

- I was create multipurpose websites. I made create amazing themes and layouts for desktop and mobile.
- Creating a consistent corporate and brand identity and wordpress sites for clients.
- Managing client proposals from typesetting through to design, print and production.
- Maintain partnerships with media agencies and vendors & maintain social media handling for clients.
- Meeting clients to discuss their overall project needs, objectives & Budgets.
- Communicating effectively with clients, team members, and vendors to ensure projects are completed on time and to the client's satisfaction.
- Creating and updating design style guides to maintain consistency in branding and design elements.
- Preparing files for printing and ensuring the final product meets print quality standards.
- Keeping up-to-date with industry trends, technologies, and software updates to continually improve design skills and knowledge.
- Managing multiple projects and prioritizing tasks to meet deadlines.

GRAPHIC DESIGNER

2012 –2015

NK Printers -INDIA

As a Graphic Designer, I was responsible for leading design projects, managing junior designers, and ensuring the quality of the designs produced by the team. The following are the key I was handled responsibilities of a Senior Graphic Designer:

- Designed various print materials, business stationery, social media, online ads, presentations, emails, newsletters, ensuring that the company's high standard and requirements were met.
- Producing Designs for both internal/external communication projects. Involving customers in the design process.
- Examining design work for quality, consistency & accuracy. Working Closely with both production & marketing teams.
- Responsible for daily production of a small but innovative design firm.
- Conceptualizing and designing visual elements for various media platforms such as websites, social media, advertising, packaging, and more.
- Mentoring and leading a team of junior designers, providing guidance and support to ensure the quality of their work.
- Collaborating with clients, marketing teams, and other designers to understand design requirements and deliverables.
- Developing and maintaining a solid understanding of current design trends and incorporating them into projects.
- Presenting designs to clients and receiving feedback to make necessary revisions.
- Developing and implementing design processes and standards to ensure the efficient and effective execution of design projects.

RECENT PROJECTS

Have worked on many projects and few are latest projects mentioned below:

WORDPRESS WEBSITES :-

<https://nakulchadha.com/>
<https://biggboxx.com.au/>
<https://labeledzahomes.com.au/>
<https://viptints.com.au/>
<https://essendonfinance.au/>
<https://visasassociates.com/>
<https://impactmkt.com.au/>
<https://fpmbuildingsupplies.com.au/>
<https://psdpainting.com.au/>
<https://psalm91barbershop.com.au/>
<https://australiannursingcareagency.com.au/>
<https://thetajnumerology.com/>
<https://onlineenglishlearn.com/>
<https://laavishrenovations.com/>
<https://impactmkt.com.au/>
<https://martinifurniture.com.au/>
<https://caravanmurals.com.au/>
<https://cb-propertyolutions.co.uk/>
<https://identifyphysics.com/>
<https://the-easy-rebate.co.uk/>
<https://iswcg.com/>
<https://dirtdetox.co.uk/>

E-COMMERCE WEBSITES :-

<https://martinifurniture.com.au/>
<https://jdluxuryfurniture.com.au/>
<https://www.idealhardware.com.au/>
<https://blindsmart.com.au/>
<https://wallpapersrus.com.au/>
<https://batraautozone.com.au/>
<https://houseofperfume.com.au/>
<https://bedlooms.com.au/>

SHOPIFY WEBSITES :-

<https://www.amazingshopping.com.au/>
<https://waliabuildingsupplies.com.au/>
<https://oxienutrition.com/>
<https://wonderlandfarms.in/>
<https://wonderlandthemepark.com/>
<https://alustaad.com/>

BLOGGING WEBSITES :-

<https://www.mydrivecar.com/>
<https://www.drivingslowly.com/>

CERTIFICATIONS & QUALIFICATIONS

HIGHER SECONDARY

DAV COLLEGE

2012
Jalandhar

DIGITAL MARKETING & WEB DEVELOPMENT COURSE

UDEMY, COURSERA, YOUTUBE, SELF LEARN

2014
Online

The Fundamentals of Digital Marketing

GOOGLE DIGITAL GARAGE

2023
Online

Marketing Strategy: SEO Content Writing

LINKEDIN

2023
Online

Leadership Mindsets

LINKEDIN

2023
Online

TOOLS USED

Web Development – WordPress | Shopify | Elementor | WPBakery | Visual Composer | Divi Builder | SeedProd | Beaver Builder | Thrive Architect etc.

E Commerce – WooCommerce | Shopify | Magento | FB Pixel | G Analytics | G Console etc.

SEO - Rank Math | SEMrush | Ahrefs | Moz | Answer the Public | Google Analytics | Google search console |

Google trends | Rank Math | Yoast | Mangools tools etc.

SEM – Google Ads | Facebook Ads etc.

Graphic Designing - Coral Draw | Photoshop | Canva | Filmora etc.
