

KESHAV

Technical E-Commerce Operations Lead | E-Commerce Manager | Digital Commerce

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PROFESSIONAL SUMMARY

Technical E-Commerce Operations professional with expertise in Shopify, WordPress, React.js, PHP, MySQL, MongoDB, Node.js, Python, Technical SEO, Marketing Automation, Meta Ads, Project Management, Client Coordination, Team Leadership, Logistics Management and E-Commerce Operations.

CORE COMPETENCIES

E-Commerce Operations:

Shopify, WordPress, Product Catalog Management, Order Management, NDR, RTO, COD Reconciliation, Courier Billing, Freight Reconciliation, Logistics Management, Escalation Management

Shopify & Digital Commerce:

Shopify Admin, Shopify Liquid, Product Management, Collections, Theme Customization, Website Operations, CRO

Marketing Automation & CRM:

n8n, Google Apps Script, Webhooks, Pabbly, Zapier, Convertway, WATI, Engage360, RCS, WhatsApp, SMS, Push Notifications, CRM Workflows

SEO & Digital Marketing:

Technical SEO, On-Page SEO, SEO Audits, Google Search Console, Meta Ads, CRO, Google Business Profile, Social Media Marketing

Project Management:

Requirement Gathering, Project Planning, Client Coordination, Team Leadership, QA, Reporting, Stakeholder Management

Web Development:

React.js, JavaScript, HTML5, CSS3, jQuery, PHP, Node.js, REST APIs, MySQL, MongoDB

PROFESSIONAL EXPERIENCE

PeelOrange

Technical E-Commerce Operations Lead | Dec 2025 – Sep 2026

- Managed complete E-Commerce Operations including dispatch, NDR, RTO, COD reconciliation, logistics reporting and operational workflows.
- Handled Logistics Management, Courier Billing, Freight Reconciliation and Escalation Management.
- Worked with Xpressbees, Shiprocket, Delhivery, Blue Dart and courier partners for issue resolution and shipment execution.
- Managed Shopify, WordPress and Custom-Code Websites.
- Worked on Convertway, WATI, Engage360, RCS, WhatsApp, SMS and Push Notification automations.
- Developed a Python-Based SEO Audit Tool and Flask SEO Dashboard.
- Conducted Technical SEO audits and generated actionable reports.
- Utilized Advanced Excel for reporting, reconciliation and operational analysis.

TOPRIZERS

Senior Team Lead – Digital Marketing & Web Operations | Jul 2025 – Dec 2025

- Led and managed a team of 12–15 professionals across SEO, Website Development, Google Ads and Social Media Marketing.
- Managed complete project lifecycle including planning, requirement gathering, execution, reporting, QA and delivery.
- Coordinated directly with clients and stakeholders.
- Delivered SEO Projects, Paid Advertising Campaigns, Shopify Stores, WordPress Websites and Custom-Coded Websites.
- Generated reports, analysis and operational insights for management review.

Marketizers

Web Developer | Dec 2024 – Jun 2025

- Developed high-converting landing pages for performance marketing campaigns.

- Built solutions using React.js, PHP, WordPress, Kajabi, Swipe Pages and MyPipelinePro.
- Coordinated with clients and advertising teams to improve conversion funnels.
- Created automation workflows using Triggers, Actions, Webhooks, Pabbly, Zapier and CRM integrations.
- Implemented WhatsApp Marketing, Email Marketing and Retargeting workflows.
- Integrated Razorpay, APIs, hosting and database systems.

Digital Rai Private Limited

Front-End Developer | Nov 2023 – Nov 2024

- Designed and launched 10+ responsive web pages.
- Reduced bounce rate by 30% and increased session duration by 20%.
- Reduced page load times by 40%.
- Improved organic traffic by 25% and Lighthouse score from 60 to 85.
- Increased mobile traffic by 35% through responsive optimization.

INDEPENDENT E-COMMERCE EXPERIENCE

RAADHAYE ARTS (raadhaye.com)

Independent E-commerce & Digital Commerce Project | Dec 2025 – Present

- Developed and managed a Shopify-based e-commerce website and digital commerce infrastructure.
- Managed product catalog, collections, service pages and website customizations.
- Implemented Razorpay, Meta Pixel, conversion tracking and lead capture systems.
- Executed Meta Ads, Instagram Marketing, WhatsApp Marketing and SEO campaigns.
- Managed customer communication, vendor coordination and business operations.
- Managed content creation, customer communication, vendor coordination and business operations.
- Utilized AI tools including ChatGPT and Claude for content, automation and workflow optimization.

KEY ACHIEVEMENTS

- Increased website sessions from 1.43 Lakh+ to 1.56 Lakh+.
- Improved conversion rate from 0.11% to 0.14%.
- Contributed to revenue growth from INR 8.35 Lakhs to INR 11.32 Lakhs+.
- Generated INR 55,000+ through automation campaigns.
- Led teams of 12–15 professionals and delivered multiple client projects.

PROJECTS

- Python SEO Audit Tool (Python, Flask, JSON)
- SEO Reporting Dashboard
- News App (React.js, Bootstrap)
- Goods Transportation Website (PHP, MySQL)

EDUCATION

- Bachelor of Arts (B.A) – IGNOU (2021–2024)
- Website Development Diploma – Tech Access Learning Pvt. Ltd. (2022–2023)
- 12th CBSE – 2021
- 10th CBSE – 2019

LANGUAGES

English | Hindi

INTERESTS

Sketching | Video Games