

ABHISHEK PATHAK

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OBJECTIVES

Versatile Digital Operations & IT Executive with 2+ years of experience in website development, digital operations, and business technology. Experienced in managing websites, mobile applications, software implementation, digital infrastructure, Meta Ads, Google Ads, and business analytics. Skilled in implementing digital solutions, optimizing website performance, troubleshooting technical issues, and delivering data-driven insights to improve operational efficiency and business growth.

EDUCATIONAL QUALIFICATIONS

Year	Degree	School/Institute	Board/University	%age
2022-2024	MCA	SOET	K R MANGALAM UNIVERSITY	76%
2019-2022	BCA	A N COLLEGE,PATNA	PATLIPUTRA UNIVERSITY	70%
2017-2019	ISC(Math)	A N COLLEGE,PATNA	BSEB	67%
2016-2017	10th	R B HIGH SCHOOL,NALANDA	BSEB	75%

EXPERIENCES

Digital Operations & IT Executive | Hira Panna Jewellers

Jan 2025 to present

- Lead day-to-day digital and IT operations across the organization.
- Manage and maintain the company website and mobile application.
- Implement new website features, landing pages, and functional enhancements.
- Coordinate with developers, software vendors, and internal teams.
- Manage Meta Ads and Google Ads campaigns.
- Monitor website performance, traffic, and digital marketing analytics.
- Prepare daily, weekly, and monthly sales and business performance reports.
- Analyze business data and provide actionable insights to management.
- Troubleshoot website, software, and IT-related issues.
- Support digital transformation initiatives and improve business processes through technology.
- Successfully managed and enhanced the company's digital platforms.
- Improved operational efficiency through technology-driven solutions.
- Delivered business insights using sales reporting and analytics.
- Supported marketing initiatives with performance-driven advertising campaigns.

- Assisted in creating and maintaining visually appealing and responsive website designs using-HYML, CSS, and JavaScript and PHP.
- Implemented user interfaces based on provided design mockups or wireframes.
- Conducted testing to identify and report website bugs, browser compatibility issues, andrespon-sive design problems.
- Customized Shopify and WordPress themes, templates, and layouts to align with specific client requirements.
- Implemented and configured Shopify apps and extensions to enhance website functionality and user experience.
- Optimized website performance to ensure fast page loading times and a seamless user experi-ence

Technical Skills

- Digital Operations
- Website Development & Management
- Google Ads & Meta Ads
- Google Analytics (GA4) & Google Search Console
- Basic SEO
- Technical Troubleshooting
- Data & Sales Analytics
- Google workspace & Microsoft office
- Project Coordination & Vendor Management
- IT Support
- Canva, Ai
- Vibe Coding(Claude code)
- WordPress, HTML, CSS, Java script & php

HOBBIES/STRENGTH

- Playing Cricket and Travelling
- Team Player and Smart Worker.
- Adapt with technology.
- Problem solving and Creative Thinking

PERSONAL INFORMATION

D.O. B: 14.04.2002

Gender: Male

Nationality: Indian

Language Known: English, Hindi.

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