VISHAL SHANKAR MISHRA

Software Engineer

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Result-oriented and highly skilled software engineer with expertise in e-commerce platforms, specializing in Shopify and Wix development. Proficient in implementing robust technical SEO strategies and leveraging analytics tools, including Google Analytics, Google Search Console, and Google Tag Manager. Adept at integrating various analytics tools to gather comprehensive insights, contributing to data-driven decision-making. Proven track record of optimizing online presence and enhancing user experiences through a combination of technical proficiency and strategic analytics utilization.

EXPERIENCE

FirstWire Apps
09/2022

Software Engineer

- Successfully customized multiple Shopify stores, ensuring a seamless and unique user experience tailored to client specifications.
- Led the migration process for several stores, overseeing the smooth transition of data, products, and design elements.
- Proficient in Liquid, Shopify's templating language, enabling the implementation of custom features, layouts, and functionalities to meet client requirements.
- Collaborated with cross-functional teams to integrate third-party apps and tools, enhancing the overall functionality and user experience of Shopify stores.
- Extensive experience in technical SEO for Shopify, optimizing websites for search engines and improving their visibility in search results.
- Worked closely with clients to understand their business goals and translate them into effective technical solutions on the Shopify platform.
- Familiarity with Wix technology, allowing seamless transitions between Shopify and Wix platforms and providing clients with versatile e-commerce solutions.
- Implemented custom code solutions to address unique business needs, demonstrating a strong command of web development languages and practices.
- Utilized Google Analytics, Google Tag Manager, and Google Search Console to track and analyze website performance, providing valuable insights to clients for data-driven decision-making.
- Conducted regular audits and optimizations to ensure Shopify stores met industry standards, including performance, security, and responsiveness.

EDUCATION

Bansal Institute of Engineering & Technology
07/2019 - 07/2022

B. Tech (Computer Science & Engineering)

SKILLS

MERN Stack Developer

Git & GitHub

Shopify

WIX

Technical SEO

Google Analytics

Google Tag Manager

Google Search Console

LANGUAGES

English (Proficient), **Hindi** (Native)

PASSIONS

Coding and Problem-Solving

Continuous Learning

Data and Analytics

User Experience (UX) Design

Community Education

PROJECTS

Egelund Shop
01/2023 - 02/2023

www.egelundshop.com

- Upgrade existing e-commerce website to Shopify 2.0, enhancing overall functionality, performance, and user experience.
- Customized the Shopify theme to align with the client's brand and improve the user interface.
- Integrated third-party applications for enhanced product recommendations.
- Provided ongoing support for site maintenance and implemented additional features based on user feedback, contributing to the sustained success of the Shopify platform.

Sheres
10/2023 - 12/2023

www.sheres.com

- Upgrade existing e-commerce website to Shopify 2.0, enhancing overall functionality, performance, and user experience.
- Customized the Shopify theme to align with the client's brand and improve the user interface.
- Integrated third-party applications for enhanced product recommendations and user engagement.
- Created shipping rates according to shipping zones.

Trail Armor
10/2023 - 11/2023

www.trailarmor.com

- Google Analytics integration on the website, enabling comprehensive data tracking and analysis for informed decision-making.
- Successfully integrated Google Tag Manager for streamlined management of website tags, ensuring efficient data collection and improved analytics implementation.
- Enabled effective SEO strategies by integrating Google Search Console, optimizing website visibility, and implementing data-driven enhancements.

MyEuroMall
12/2023 - 01/2024

www.myeuromall.com

- Ensured mobile responsiveness by implementing a responsive design, providing users with a seamless and intuitive experience across various devices.
- Implemented structured data markup to enhance search engine understanding of website content, leading to improved rich snippets and better visibility in search results.
- Implemented canonical tags and optimized URL structures for improved search engine rankings and prevention of duplicate content issues.
- Set up custom 404 error pages and implemented redirects where necessary, reducing user frustration and preserving link equity.
- Reviewed and optimized the robots.txt file to control search engine crawler access, ensuring efficient crawling and indexing of important content.
- Configured Google Search Console settings, monitored performance metrics, and addressed issues reported by the console to maintain a healthy website presence in search results.

AWARDS

Star Award
12/01/22024

Honored to receive the Star Award at FirstWire Apps for my exceptional contributions and dedication.

STRENGTHS

Programming Proficiency

Mastery of programming languages and frameworks, enabling efficient and high-quality code development.

Creativity and Innovation

Ability to think creatively and develop innovative solutions to challenges, contributing to the development of unique and efficient software.

Attention to Detail

A keen eye for detail when writing and reviewing code, minimizing errors and ensuring code quality.

Collaboration and Teamwork

Strong teamwork and collaboration skills, fostering effective communication and coordination within development teams.

Time Management

Efficiently managing time and prioritizing tasks to meet project deadlines and deliverables.

Documentation Skills

Thorough documentation of code, processes, and project-related information to enhance maintainability and knowledge sharing.

ADDITIONAL SKILLS

Familiar with DSA

Familiar with C++

Familiar with OOPs Concepts