

Hardik N. Patel

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OBJECTIVE

Maintain a challenging career in Information Technology using leading-edge technology and grow with a company with technical excellence and provide solutions of highest quality. Having a good knowledge of WordPress, Dreamweaver MX, and MS Office Tools (MS Word, MS Excel, MS Power Point, MS Access)

PROFESSIONAL SUMMARY

- Web Development Technologies and Web Page Design using HTML, CSS (Cascading Style Sheets); Page formatting, creating forms, tables and frames and WordPress.
- Create functional, interactive e-commerce Web sites with WordPress.
- Responsive Design Web design for all devices.
- Website Development: Setting up a site, working with text, inserting images, establishing web links, setting up tables, Interactive forms, Using Frames and Framesets, Working with Layers, Using Audio and Video on web pages and many more...
- Enabling the payment processing with Credit Cards & PayPal and Venmo.

SUMMARY OF SKILLS AND EXPERIENCE

- E-commerce Management (WordPress, DIVI, Shopify, WooCommerce, etc.)
- Digital Marketing
- Financial Accounting and Analysis
- Record Book Keeping

EDUCATIONAL QUALIFICATION

- **Computer Science and Engineering (B.S.)** in the year 2000 from Amravati University at Chikhli, India.
- **Diploma in Industrial Electronics** in the year 1997 from Board of Technical Education at Nagpur, India.

EMPLOYMENT EXPERIENCE

E-commerce Website Developer & Manager

- Designed, developed, and launched several E-Commerce websites, including HardiknPatel.com, SpFragrance.com, Vastutricks.com, and Ritesols.com and many more leveraging various platforms and technologies to optimize user experience and drive sales and even worked on Etsy.com
- Implemented effective digital marketing strategies to increase website traffic, enhance brand visibility, and maximize conversion rates.
- Managed online storefronts, including inventory management, order processing, and customer service, ensuring a seamless shopping experience for customers.
- Utilized analytics tools to analyze website performance, track key metrics, and identify opportunities for improvement.

Liquor Mart
Manager

(July 2020 to Dec 2023)

A retail manager plays a crucial role in overseeing the daily operations of a store to ensure its smooth functioning and profitability. They are responsible for various tasks, including:

- Managing inventory levels, ensuring adequate stock levels & overseeing stock rotation.
- Setting & implementing sales targets, strategies & promotional activities to drive revenue.
- Handling customer inquiries, complaints & resolving issues to maintain customer satisfaction.
- Analyzing sales trends and performance metrics to identify areas for improvement and implementing corrective actions.
- Monitoring expenses, controlling costs, and optimizing profitability.
- Collaborating with other departments, such as marketing and purchasing, to coordinate activities and achieve business objectives.

BiRite Liquors
Manager

(Jan 2017 to July 2020)

A retail manager plays a crucial role in overseeing the daily operations of a store to ensure its smooth functioning and profitability. They are responsible for various tasks, including:

- Successfully managed operations across three simultaneous store locations, prioritizing profitability and operational excellence.
- Implemented strategic inventory management techniques, executed targeted sales strategies, and elevated revenue generation across all sites.
- Provided comprehensive supervision and training to staff members, fostering a culture of exceptional customer service and proactive resolution of inquiries.
- Utilized data analysis to assess sales trends, drive operational enhancements, and optimize overall profitability.

Liquor Mart
Manager

(July 2010 to Dec 2017)

A retail manager plays a crucial role in overseeing the daily operations of a store to ensure its smooth functioning and profitability. They are responsible for various tasks, including:

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- Monitoring expenses, controlling costs, and optimizing profitability.
- Collaborating with other departments, such as marketing and purchasing, to coordinate activities and achieve business objectives.