

Krishnaprasath K

Shopify & Klaviyo Email Marketing Specialist | WordPress Developer

Contact

+91 - 9715525520

kprasath.kv@gmail.com

Skills

E-commerce & Email

Marketing: Shopify Store Setup & Management, Klaviyo Email Marketing, Customer Segmentation & Lifecycle Marketing, Abandoned Cart & Flow Automation, Email Campaign Management, Conversion Rate Optimization (CRO).

Web Development: WordPress (Elementor, Divi), WooCommerce, HTML, CSS, Theme Customization.

Marketing & Analytics: Meta Ads (Basic), Google Merchant Center (Basic), Google Analytics.

Education

OCET College of Engineering, Theni.

B. Tech - Information Technology

2011 - 2015

Work Experience

- MindMade Technologies**
JAN - 2017 to AUG - 2019
- Rattle Tech Solutions India**
APR - 2022 to SEP - 2023
- Vendasta Technology (India) Private Limited**
OCT - 2023 to Till Now

Languages

- English (Fluent)
- Tamil (Native)

About Me

Results-driven Shopify & WordPress Specialist with 6+ years of experience in building, managing, and optimizing e-commerce and business websites. Strong expertise in Shopify store setup, product and collection management, theme customization, and performance optimization.

Hands-on experience in Klaviyo email marketing, including customer segmentation, automation flows (Abandoned Cart, Welcome Series), and campaign management to improve conversion rates and customer retention.

Hands-on experience in WordPress (Elementor, Divi), WooCommerce, HTML, and CSS, with a strong background in troubleshooting, website maintenance, and UI/UX improvements. Familiar with Meta Ads (Catalog & Sales campaigns) and Google Merchant Center for driving traffic and sales.

Focused on delivering high-converting e-commerce solutions, improving user experience, and contributing to business growth through data-driven optimization strategies.

Key Responsibilities

- Managed Shopify store setup and configuration, including product listings, collections, payment gateways, and shipping settings
- Customized Shopify themes and improved UI/UX to enhance user experience and conversion rates
- Supported WordPress and WooCommerce websites using Elementor and Divi, handling customization, updates, and maintenance
- Implemented product catalog management, including bulk uploads, pricing updates, and inventory tracking
- Installed and configured Shopify apps and WordPress plugins to improve store functionality
- Monitored and optimized website performance using Google Analytics and performance tools
- Troubleshooted and resolved issues related to themes, plugins, and website functionality
- Configured domains, DNS records, and SSL certificates for secure website operations
- Assisted in Klaviyo email marketing, including automation flows such as Abandoned Cart and Welcome Series
- Working knowledge of Meta Ads (Catalog & Sales campaigns) and Google Merchant Center setup
- Performed regular website maintenance, updates, and security checks
- Collaborated with teams to implement improvements and resolve technical issues
- Improved website performance and page load speed, enhancing overall user experience

Technical Skills: Website Troubleshooting, Plugin & App Integration, Domain, DNS & SSL, Website Performance Optimization

Tools: Shopify, Klaviyo, Zendesk, Jira, GitHub