# SACHIN KUMAR
## WORDPRESSDEVELOPER→ PRODUCT MANAGEMENT

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## SKILLS

**Product & Strategy:** Product Discovery & User Research • Persona Development • Surveys & Interviews • Keyword Research (SEMrush, Ahrefs, Google Keyword Planner) • Go-to-Market (GTM) • Market Segmentation • Pricing & Packaging • Product Lifecycle Management (PLM) • Roadmap Planning • Feature Prioritization (RICE, MoSCoW) • Agile & Scrum • OKRs & KPIs • Funnel Optimization • Retention Frameworks • A/B Testing • Growth Strategy • Cross-functional Leadership • Stakeholder Management • Storytelling & Decision-Making

**Data & Analytics:** SQL • Data Analysis • Predictive Analytics • Google Analytics • Mixpanel • Amplitude • Tableau • Power BI

**Design & Execution:** UI/UX Collaboration, Wireframing (Figma, Miro), Prototyping, Usability Testing, Performance & Speed Optimization (caching, image compression, responsive layouts)

**Tools:** Jira • Confluence • Aha! • Asana • Trello • Notion • Figma • Miro • Canva • Slack • Microsoft 365 • Google Workspace

**Hosting & Deployment:** GoDaddy • Hostinger • cPanel • LocalWP • Website Migrations

**SEO & Research:** On-page SEO • Content Structuring • Keyword Research & Analysis • Blog Integration • Search-Friendly Architecture

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**Soft Skills:** Storytelling • Collaboration • Prioritization • Stakeholder Communication • Problem Solving • Adaptability • Research-Driven Execution

## CERTIFICATIONS

**AI Product Management Program – HelloPM**                          **May 2025 - Sep 2025**

- Learned directly from senior mentors, gaining practical insights that sharpened product thinking.
- Collaborated with peers, exchanging feedback and perspectives that improved problem-solving and overall product mindset.

## PROFESSIONAL EXPERIENCE

**Software Engineer (WordPress Developer)**                          **July 2021 - Present**

- Improved client websites' search visibility through optimized structures and keyword-focused design, leading to measurable increases in organic traffic.
- Enhanced user engagement by applying UI/UX principles in website layouts, resulting in better navigation and reduced bounce rates.
- Delivered faster project turnaround by streamlining requirement gathering and prioritizing features aligned with client goals.
- Strengthened cross-functional collaboration by aligning with SEO and design teams, ensuring cohesive project execution.
- Boosted website performance by implementing caching, image compression, and responsive layouts, improving load times and overall user satisfaction.
- Increased client retention through clear communication, consistent delivery, and proactive issue resolution.