

ABHISHEK MEENA

Web Developer

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• Bhopal, Madhya Pradesh • <https://github.com/abhishekmeena04>

Summary

I'm that vibe you can't find anywhere else. Web Developer (1.5 Yrs) specializing in **React.js, Shopify, & WordPress**. Expert in High-Converting Landing Pages & Custom Checkouts. Clean Code enthusiast. **Immediate Joiner**.

Projects

Rebloom Eclipse (Skincare Brand) | Shopify, Liquid, CRO

<https://rebloomeclipse.com>

- Developed a high-performance Shopify store with custom **Liquid** sections and mobile-first design.
- Implemented **Sticky Add-to-Cart** and **Product Bundling** strategies, directly increasing AOV.
- Optimized Core Web Vitals for faster loading and integrated trust signals to boost conversion rates.

Learnmize - EdTech Platform | WordPress, LMS, WooCommerce

<https://learnmize.com>

- Designed and developed a full-featured EdTech platform on **WordPress**.
- Features: Online Course Delivery (LMS), Automated Lead Capture, and Payment Processing.
- Result: Streamlined the enrollment process for 1,000+ students with automated WhatsApp updates.

Interest Optimizer - Facebook Ads SaaS | React.js, Node.js, Meta Graph API

<https://app.interestoptimizer.com>

- Developed a Facebook Ads targeting tool utilizing the **Meta Marketing API** to reveal hidden audience interests.
- Features: Secure Login, Real-time API Search, Audience Filtering, and Project Management for advertisers.
- Solved the problem of limited targeting options in Facebook, helping users lower their ad costs.

Tala Fruit Snacks - Brand Landing Page | React.js, Tailwind CSS, Framer Motion

<https://tala-fruit-snacks.vercel.app/>

- Developed a high-fidelity landing page for a D2C fruit snack brand.
- Features: **Smooth Scroll**, **Interactive Hover Effects**, and **Marquee Animations**.
- Focus: Pixel-perfect conversion of design to code using **React.js** and **Tailwind CSS**.

Experience

Adymize

Bhopal

Web Developer

01/2025 - 01/2026

- Specialized in developing custom **Shopify and WordPress websites**, focusing on creating responsive, high-performance e-commerce solutions. Responsible for end-to-end website development, theme customization, and optimizing user interfaces to ensure a seamless experience across all devices.

Skills

Shopify • React.js • Tailwind CSS • JavaScript • WordPress • Git & API Integrations • Postman • Redux Toolkit

Education

Sagar Institute of Research & Technology (SIRT)

Bhopal

Masters of Computer Applications

08/2023 - 05/2025

Government Hamidiya Arts & Commerce College

Bhopal

Bachelor of Computer Applications

08/2020 - 05/2023