

BISWAJIT MAZUMDAR

**Founder, JESASTIC | Senior Web Designer & Developer | Project Manager & Tech Lead,
VIVIDOPTIMIZERS (Canada) | Technical SEO Strategist & Digital Marketing Consultant | AI Automation
Specialist | IT Support Consultant & Business Analyst**

PROFESSIONAL SUMMARY

Results-driven Senior Web Designer, Developer, Technical SEO Specialist, and Digital Marketing Consultant with 10+ years of experience delivering web development, SaaS, automation, and growth-focused digital solutions. Currently serving as Project Manager & Tech Lead for a Canadian IT company while leading JESASTIC Web Design & IT Solutions. Experienced in delivering complete website, SaaS, and digital growth solutions for international startups, agencies, and small businesses. Proven ability to manage end-to-end project delivery from planning and development to optimization and long-term support.

CORE COMPETENCIES

WordPress Development, PHP Development, Web Development, Web Design, Technical SEO, Search Engine Optimization, Local SEO, Google Analytics, Google Search Console, Google Business Profile Optimization, Digital Marketing, Google Ads, Meta Ads, Lead Generation, WooCommerce, SaaS Development, Web Application Development, Custom Software Development, AI Automation, AI Prompt Engineering, Browser Automation, HTML5, CSS3, JavaScript, MySQL, Website Optimization, CRM Integration, Project Management, Business Analysis, IT Support

TOOLS & TECHNOLOGIES

WordPress, WooCommerce, PHP, HTML5, CSS3, JavaScript, MySQL, Google Analytics, Google Search Console, Google Business Profile, Google Ads, Meta Ads, Git, VS Code, cPanel, Cloudflare, Zapier, AI Tools & Automation Platforms

PROFESSIONAL EXPERIENCE

PROJECT MANAGER & TECH LEAD – VIVIDOPTIMIZERS (Manitoba, Winnipeg, Canada)

- Lead international web development projects.
- Manage technical teams and project timelines.
- Coordinate client communication and requirement gathering.
- Supervise quality assurance, deployment, and website maintenance.
- Collaborate with SEO and digital marketing teams.
- Implement workflow automation and AI-powered business solutions.

FOUNDER & SENIOR WEB DEVELOPER – JESASTIC Web Design & IT Solutions (2015–Present)

- Develop custom WordPress websites.
- Build PHP-based business applications.
- Develop SaaS products and customer management systems.
- Perform Technical SEO and Local SEO optimization.
- Integrate CRM systems and marketing automation platforms.
- Improve Core Web Vitals and website performance.

FLAGSHIP PRODUCT / PROJECT – DIGITAL MENU MAKER

Website: <https://digitalmenumaker.com>

Hospitality-focused SaaS platform developed by Biswajit Mazumdar and JESASTIC. Combines QR Code Menus, Digital Menu Boards, Restaurant Websites, Hospitality Marketing Tools, Menu Management Systems, technology solutions.

Key Responsibilities:

- Product Architecture
- Full Platform Development
- UI/UX Planning
- Database Design
- SEO Silo Structure
- Technical SEO
- Conversion Rate Optimization
- Workflow Automation
- Lead Generation System Design
- Business Strategy
- Hospitality Technology Consulting

Business Impact: Designed to help restaurants, cafés, bakeries, food trucks, hotels and hospitality businesses improve customer engagement, operational efficiency, and online visibility through affordable digital transformation.

CERTIFICATIONS

Google Digital Garage – Fundamentals of Digital Marketing

Google Skillshop – Google Analytics Certification

Google Analytics, Search Console & Google Business Profile Optimization

EDUCATION

Bachelor of Arts (B.A.), University of Kalyani (2012–2015)

Certificate in Information Technology (C.I.T.), Nehru Yuva Kendra

Web Development Certification, Skill India / NSDC / LearnVern Pvt. Ltd.

BUSINESS REGISTRATIONS - Government of India

GST Registered Business Owner

Import Export Code (IEC) Holder

Registered International Service Provider

LANGUAGES

Bengali — Native

English — Fluent (Reading & Writing), Basic (Spoken Communication)

Hindi — Professional Working Proficiency

PROFESSIONAL HIGHLIGHTS

Founder of JESASTIC • Project Manager & Tech Lead • Senior Web Developer • Technical SEO Strategist • SaaS Developer • AI Automation Specialist • Digital Marketing Consultant • Business Analyst • IT Support Consultant