

Biswajit Mazumdar

Founder | Senior Web Developer | Project Manager | Tech Lead | Technical SEO Strategist
Kolkata, India | +91 9163150803 | contact@biswajitmazumdar.com
Portfolio: <https://biswajitmazumdar.com> | LinkedIn: <https://www.linkedin.com/in/wdbiswajit>

PROFESSIONAL SUMMARY

Versatile Technology Leader and Founder with 12+ years of experience delivering high-impact web solutions, SaaS platforms, and automation strategies. Expert in steering end-to-end project lifecycles from architecture to deployment, blending deep technical proficiency in full-stack development with a strategic focus on business growth. Proven track record of optimizing operational efficiency and scaling digital products for international markets, consistently delivering measurable results through technical SEO, AI-driven automation, and lean project management.

CORE COMPETENCIES

- **Vibe Coding** & AI Automation
- Full-Stack Web Development (PHP, WordPress, WooCommerce)
- Technical SEO & Local SEO Optimization
- Digital Marketing Strategy (PPC, Meta Ads, Google Ads)
- SaaS & Custom Web Application Development
- Project Management & Technical Leadership
- Business Analysis & Workflow Automation
- Amazon Seller Management (USA, Canada & India)
- Affiliate Marketing & Pay Per Call (PPCall)
- Canva & Photoshop for Basic Graphic Design
- LinkedIn Marketing & Strategy

TOOLS & TECHNOLOGIES

- **CMS & Website Platforms:** WordPress, WooCommerce, Shopify, Wix
- **Programming Languages:** PHP, HTML5, CSS3, JavaScript
- **Databases:** MySQL, Google Apps Script, Supabase
- **SEO & Analytics:** Technical SEO, Google Analytics, Google Search Console, Google Business Profile, SEMrush, Ahrefs, BrightLocal, Moz, Screaming Frog, Google Tag Manager
- **Digital Marketing:** Google Ads, Meta Ads, LinkedIn Ads, Amazon Ads, Google Guaranteed (LSA)
- **AI & Automation:** n8n, AI Prompt Engineering, AI Email Outreach, Google AI Studio, Zapier
- **Development Tools, Cloud & Hosting:** VS Code, cPanel, Cloudflare, Zoho, Hostinger, SideGround

PROFESSIONAL EXPERIENCE

PROJECT MANAGER & TECH LEAD | VIVIDOPTIMIZERS | Canada | 2021 – 2026

- Lead international web development projects and manage technical teams to ensure on-time delivery.
- **Coordinate client communication and requirement gathering via Slack and RingCentral.**
- Supervise quality assurance, deployment, and ongoing website maintenance.
- Collaborate with SEO and digital marketing teams to drive organic growth and performance.

FOUNDER & SENIOR WEB DEVELOPER | JESASTIC | Kolkata, India | 2015 – Present

- Develop custom WordPress websites and PHP-based business applications for diverse clients.
- Build SaaS products and customer management systems tailored to specific business needs.
- Execute comprehensive Technical SEO and Local SEO strategies to enhance search rankings.
- Optimize website performance and Core Web Vitals for improved user experience.
- Manage multi-channel digital marketing campaigns including PPC, Meta Ads, Google Ads, and Influencer Marketing.

Business Impact: Scaled the agency to deliver custom SaaS and high-performance web applications, consistently driving measurable growth and operational efficiency for a diverse international client portfolio.

FLAGSHIP PRODUCT: DIGITAL MENU MAKER | 2024 – Present

Website: <https://digitalmenumaker.com>

Hospitality-focused SaaS platform combining QR Code Menus, Digital Menu Boards, Restaurant Websites, and Menu Management Systems. Designed to improve customer engagement and operational efficiency for restaurants and hotels.

Key Responsibilities: Product Architecture, Full-Stack Development, UI/UX Planning, Database Design, Technical SEO, and Workflow Automation.

Business Impact: Streamlined restaurant operations and enhanced customer engagement by providing an all-in-one digital menu and management solution that improves performance and reduces manual workflows.

CERTIFICATIONS

- Google Digital Garage: Fundamentals of Digital Marketing
- Google Skillshop: Google Analytics Certification
- SEO Certifications: Google Analytics, Search Console & GBP Optimization

EDUCATION

- Bachelor of Arts (B.A.), University of Kalyani (2012–2015)
- Certificate in Information Technology (C.I.T.), Nehru Yuva Kendra (2012–2013)
- Web Development Certification, Skill India / LearnVern (2021)

BUSINESS REGISTRATIONS

- Government of India GST Registered Business Owner
- Import Export Code (IEC) Holder, Directorate General of Foreign Trade (DGFT), Ministry of Commerce and Industry, Government of India
- **Available for Remote USA Contracts (Independent Contractor | W-8BEN Eligible)**

LANGUAGES

- Bengali (Native)
- Hindi (Professional Working Proficiency)
- English (Reading, Writing, and **Basic Spoken Communication**)

PROFESSIONAL HIGHLIGHTS

- Founder of JESASTIC | Senior Web Developer | Technical SEO Strategist | SaaS Developer
- Project Manager & Tech Lead at VIVIDOPTIMIZERS
- AI Automation & Vibe Coding Specialist | Business Analyst | IT Support Consultant