

Vamshi Kumhari

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Summary

Detail-oriented **Digital Marketing, CRM, and Website Manager** with 6+ years of hands-on experience in CRM management, WordPress website design, and user journey optimisation across B2B and B2C environments. Proficient in **WordPress, HubSpot, Zoho, Mailchimp, and Google Analytics**. Experienced in managing and improving websites, developing CRM workflows, and supporting marketing activities using data insights to enhance user experience and performance. Currently based in **Stevenage, UK**, and eager to contribute data-driven thinking, technical expertise, and creative problem-solving within a **digital marketing, CRM, or website management** role.

Portfolio

Link: <https://vamshikumhari.aartify.com/>

Experience

Novopay UK | Luton

Digital Marketing, CRM & Website Manager | 10/2020 - Present

- Designed and developed the company website using WordPress, ensuring a responsive and user-friendly experience.
- Managed and maintained website performance, including updates, content changes, and SEO improvements.
- Used Google Analytics to monitor user behaviour and identify opportunities to improve user journeys and conversions.
- Managed CRM and campaign platforms (Mailchimp, HubSpot, Zoho), creating segmented audiences and improving customer communication.
- Developed and maintained email communications, including onboarding and re-engagement journeys.
- Supported marketing activities by aligning website content and CRM efforts with business needs.
- Collaborated with internal teams and external developers to implement website updates and improvements.

Aartify.com | Hertfordshire

WordPress & Graphic Designer (Part-time) | 04/2023 - 12/2025

- Designed and developed WordPress websites for small businesses across various industries.
- Created branding materials, including logos, business cards, and marketing assets.
- Built responsive, SEO-friendly websites focused on user experience and performance.
- Worked directly with clients to understand requirements and deliver tailored solutions.

Cognizant Technology Solutions (Google Process) | India

Process Executive | 07/2017 - 10/2018

- Managed website evaluation for Google search page, focusing on improving sitelinks and search snippets.
- Analysed website pages to identify key navigation elements such as Shop and Product pages, ensuring accurate representation in search results.
- Created and maintained metadata (titles and descriptions) to enhance search visibility and user experience.
- Collaborated with team members to ensure consistency, quality assurance, and adherence to client guidelines.

ASM Micro | India

Digital Media Apprentice | 06/2013 - 01/2014

- Assisted in managing social media content and scheduling.
- Helped create marketing materials, including presentations and simple design assets.
- Maintained digital content and supported marketing tools and systems.

Education

University of Hertfordshire | Hertfordshire

Master's Degree in Computer Science | 02/2021

Technical Proficiency

• WordPress • Elementor • Hosting • HubSpot • Zoho One • Salesforce • Mailchimp • Google Analytics • Google Tag Manager • Google Ads • Meta Ads • LinkedIn Ads • On-page Optimisation • Technical SEO • AISEO • Canva • Adobe Creative Suite • Microsoft 365 • AI Tools

Key Skills

- Website design and optimisation (WordPress, UX improvements)
- CRM management and customer lifecycle communication
- Audience segmentation and data-driven marketing
- Landing page optimisation and conversion improvement
- Email marketing and automation workflows
- SEO and website performance optimisation
- Data analysis and performance tracking (Google Analytics)
- Strong attention to detail and problem-solving
- Ability to work independently and manage multiple projects
- Excellent communication and teamwork skills

Availability

Have Indefinite Leave to Remain (ILR). Eligible to work full-time in the UK. No sponsorship required. Available for full-time or part-time roles. Current notice period: one month.