

Arun Basil Lal

Internet Entrepreneur . Minimalist . Globetrotter

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WordPress Developer And Consultant

10+ years of experience developing WordPress plugins and themes.
Delivered 300+ projects with a string of happy repeat clients.

EXPERIENCE

Emvigo Technologies — *Lead WordPress Developer*

July 2017

- ★ Developed and implemented custom themes for 2 major clients.
- ★ Optimized 3 client websites to achieve a reduction in load time by 45%, 57% and 93% respectively.
- ★ Trained the team on WordPress development best practices.

Affiliate Marketing — *Media Buyer*

September 2014 - May 2016

- ★ Achieved an overall ROI of 84%.
- ★ Dominated pop traffic in Indonesia and was known within the affiliate network as the go-to guy for mobile offers in Indonesia.
- ★ Attended Affiliate Summit East 2015 and Ad:Tech NY 2015.

One C Media Private Limited — *CEO & Co-Founder*

February 2011 - February 2013

- ★ Designed and launched 263 web portals.
- ★ Hired 12 employees and trained them in writing and SEO.
- ★ Designed a streamlined process for quick deployment and maintenance of our web portals.
- ★ Achieved operational break-even within first 12 months.

OTHER MAJOR ASSIGNMENTS

WP Valet, Valet.io — *WordPress Developer*

Words For WP, WordsForWP.com — *Technical Writer*

WPMU Dev, Incsub.com — *WordPress Customer Support*

Linda Lee, AskMePC.com — *WordPress Developer*

SKILLS

WordPress Plugin and Theme Development

WordPress Migration and Security

Load Time Optimization

Digital Marketing and Sales

Public Speaking

Leadership

Team Building and Management

Technical Writing

EDUCATION

Mahatma Gandhi University

Electrical and Electronics Engineering (BTech)

Viswajyothi Public School

Computer Science

LINKS

Website and Portfolio:
<http://millionclues.com>

Travel Journal:
<http://kuttappi.com>

Twitter:
<http://twitter.com/ArunBasilLal>

REFERENCES

Sanjay Menon, Emvigo -
sanjay.menon@emvigotech.com

Linda Lee, AskMePC.com -
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