

## RESUME

# Gaurav Tiwari

Educator + Developer + Marketer + SEO

## IN THEIR OWN WORDS

*Hello*, I am Gaurav Tiwari, an experienced web developer, designer and content marketer who has worked with over 700 clients (freelance and institutional) since 2009. I offer growth, conversion and performance services that meet your business goals. I develop performance-packed web solutions, create converting content, and build conversion-first tools. I also teach brands how to succeed with online marketing.

**Right now, I am looking for an institutional job in a company that values innovation and out-of-the-box thinking.** As soon as you read this resume, you will know that I can be a huge asset to your brand as an employee, something you've always wished to have in your company.

If you are not actively hiring, you can always approach me for one of my services at [gauravtiwari.org/services](http://gauravtiwari.org/services)

## CONTACT

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**Address:** Narayana's 41, Near Royal Thai Temple, Kushinagar, 274403 - India

Find me with username *@wpgaurav* on X, Github, LinkedIn, Facebook and more.

## EXPERIENCE

- 2018 — Now, Team Lead at Gatilab**
  - Worked on building websites, content and marketing plans for clients.
  - Recorded 104% growth in revenue per year on average.
  - Delivered for nearly 700 clients in the last 6 years.
  - See some of the top clients at [gauravtiwari.org/clients](http://gauravtiwari.org/clients)
- 2016 — 2018, Graphic Designer and Social Media Manager at the Ministry of Agriculture & Farmers Welfare**
  - Created graphic assets for the ministry and the minister (Sh. Radha Mohan Singh) himself.
  - Created social media campaigns for the ministry and its schemes
  - Also, designed various logos, print materials, books and brochures that reached over 300 million in India.
  - Worked extensively on marketing and design issues related to Soil Health Card, Swachhta Se Satyagrah Tak, Mahatma Gandhi's Centenary in Champaran Satyagrah, World Soil Day, 3 Saal Bemisaal etc.
  - Handled national-level live questionnaires for the ministry from farmers and experts across the country.
  - Prepared several reports and worked as a consultant on some projects' content material.
  - Set a pattern of high-converting social media infographics that are now being followed by various other ministries as well.
- 2015 — 2017, Consulting Graphic & Web Designer for Sushil Modi**
  - Continued working with Late Shri Sushil Modi (see below) on a consultant basis.
  - Offered high-converting social media infographics with due permission of the current employer (MoA&FW).

4. **2015**, *Graphic & Web Designer, Social Media Manager for Sushil Modi*
  1. Managed a team of six.
  2. Beaten Nitish Kumar, recumbent Bihar CM's online election campaign on a 5% budget of theirs with higher reach and more fan following.
  3. Organically reached out to 16 million people in Bihar state and created a better image of the client for the upcoming election.
5. **2013 — 2014**, *NDA Coaching Tutor at Excellence Coaching, Gorakhpur*
  1. Had to pivot from tech to teaching during the college days due to financial issues.
  2. Taught General Knowledge, Physics and Mathematics and helped 7 students crack NDA exam out of a batch of 23.
6. **2009-2013**, *Freelance Web Developer & Content Writer*
  1. Helped local brands with everything they needed to go online, like logos, websites, branded emails, SEO, graphics, social media promotions and more. In this process, created over 120 websites over this period.
  2. Also offered Google Adwords, Facebook Ads & Chitika Advertising services to clients.

## INDEPENDENT PROJECTS

- Dynamic Month & Year into Posts: Add dynamic date, month, year etc. anywhere on your WordPress website or blog. Compatible with all SEO plugins.
- Formatting Extender: This plugin extends the Block Editor formatting toolbar by adding new inline formatting controls like badge, highlights etc. and more.
- PieSync: Helped grow PieSync, which was a SaaS that kept your customer data in sync across all your business apps, two-ways and in real-time. HubSpot acquired it.
- Writ WordPress Theme: The Writ is a WordPress theme specially made for story writers, poets and content-based bloggers.

## BRAGGING RIGHTS

- 9000+ brands regularly use my open source products (plugins, themes, web apps, code snippets and scripts).
- Made \$1,220,000 in affiliate sales for brands in 2023. In turn made around \$17,000 in commissions. Overall, I have made \$650,000+ in affiliate income by promoting various brands, including Amazon, Lenovo, Dell, SEMrush, NordVPN, Elementor, Paperhelp, WP Rocket and more. These brands have raked over \$8 million in revenue thanks to our affiliate partnerships.
- [gauravtiwari.org](http://gauravtiwari.org), which is a personal blog itself, makes \$3k-\$5k every month just by selling advertising spaces.
- Reached over 300 million people during my campaign works at Ministry of Agriculture & Farmers Welfare.
- Notable freelance clients include IBM, Adobe, Acer, HubSpot, Airtel, Ministry of Agriculture, Asus, University of California Riverside, Canva and FreshBooks.

## EDUCATION

- M. Sc. (Mathematics) from University of Gorakhpur — 2013-15
- B. Sc. (Math, Physics & Chemistry) from Buddha PG College, Kushinagar — 2010-13 (Topper)
- Diploma in Web Development at CodeX Institute, Varanasi — 2012
- Independent Courses in Photoshop, Illustrator and Indesign at Various Institutes — 2009-11
- 12<sup>th</sup> from PNM Inter College, Fazil Nagar — 2009 (Topper)
- 10<sup>th</sup> from JSIC Narayanpur Kothi — 2007 (Topper)

## WRITINGS & RESEARCH

- 2022 : Keyword research for beginners
- 2022 : Easy Affiliate Marketing Guide for Beginners
- 2021 : Email Marketing for Beginners: How to Build Your First Email List?
- 2020 : 8-Step Attraction Marketing Plan to Fuel Your Business Growth
- 2014 : Solving Integral Equations: Interactive Way
- 2012 : On Ramanujan's Nested Radicals
- 2012 : Analysis of Meteorological Data of a Weather Station and its Statistical Aspects

## **EDUCATIONAL ACHIEVEMENTS**

- College topper in Graduation Course and High School.
- Among 1% toppers in country in 10<sup>th</sup> & 12<sup>th</sup> which ultimately won INSPIRE-SHE Scholarship sponsored by Ministry of Science & Technology in 2009.
- Wrote UPSC CSE Mains twice (2018 & 2023)
- Wrote UPPSC Mains once (2019)
- Cleared BPSC Mains (2019)
- Inter-school GK competition winner — 2005, 2006, 2007

## **TOP SKILLS**

- Webperformance
- Conversion-first designs
- Graphic design and branding
- Content writing and copywriting
- Almost all sorts of SEO techniques
- Conversion rate optimization
- WordPress
- UI & UX Design
- Accessibility
- Exceptionally well in PHP, JavaScript, CSS and HTML.

## **PERSONAL DETAILS**

Full Name: Gaurav Tiwari  
Father's Name: Kanhaiya Tiwari  
D.o.B.: 18.05.1992  
Gender: Male  
Nationality: Indian  
Languages Known: Hindi, English

## **THAT'S IT.**

Let's connect on +919565804301 or [gaurav@gauravtiwari.org](mailto:gaurav@gauravtiwari.org), if you are interested and I'll be all open to your questions.

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