



VIJO WILSON

WordPress Developer & E-Commerce Operations Specialist

CONTACT ME

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TECHNICAL TOOLKIT

- CMS: WordPress, WooCommerce
- Logistics Tools: Shipping plugins (Shiprocket integration, custom weight-based shipping rules, courier APIs)
- Protocols & Hosting: FTP/SFTP, cPanel, Shared/VPS Hosting Management
- FinTech: Razorpay, Instamojo, PayPal, or similar payment gateways
- Marketing Tools: Meta Ads Manager, Google Analytics basics

EDUCATION

Bachelor of Computer Applications (BCA)

SUMMARY

Versatile and results-driven professional with over 14 years of robust experience spanning Web Development, E-Commerce Operations, and High-Value Retail Sales. Proven expertise in building, launching, and maintaining optimized WordPress platforms, including end-to-end payment gateway integrations, server management, and automated shipping/logistics solutions. Strong track record in driving business growth through strategic digital marketing and specialized sales management within the musical instruments industry in India.

WORK EXPERIENCE

Thomas Music India

Web Developer & E-Commerce Operations Manager | October 2011 – Present

- E-Commerce & Logistics Development:
 - Successfully designed, developed, and managed the company's e-commerce ecosystem utilizing WordPress and WooCommerce.
 - Implemented end-to-end shipping and fulfillment solutions, integrating courier APIs or shipping aggregators to automate label generation, shipping rate calculations, and order tracking.
 - Handled complete backend operations, including domain maintenance, hosting environments, and secure FTP data transfers.
 - Streamlined checkout conversions by integrating and troubleshooting reliable payment gateways.
- Sales & Business Growth:
 - Led the sales division for premium musical instruments across India, consistently meeting and exceeding revenue targets through both online and offline channels.
 - Utilized technical product knowledge to consult clients, ranging from passionate musicians to institutional buyers.
- Digital Marketing:
 - Designed and executed digital marketing campaigns to drive organic and paid traffic to the e-commerce platform, expanding the brand's national reach.

CORE EXPERTISE

- Web & E-Commerce Development: WordPress, WooCommerce, Custom Theme/Plugin deployment, FTP management.
- Logistics & Fulfillment: Integrating domestic & international shipping solutions, shipping API setup, automated tracking workflows, and courier aggregation.
- FinTech Integration: Secure payment gateway setup, checkout optimization, and transaction troubleshooting.
- Technical Infrastructure: Domain maintenance, Web Hosting configuration, and Server management.
- Digital Marketing & Sales: Meta Ads, digital branding, B2C/B2B sales management, and customer relationship management.