

# Kirti Baria

A seasoned IT professional with over 20 years of experience,  
including 10+ years in project management.

+91 98193 05778 | [kirtibaria@gmail.com](mailto:kirtibaria@gmail.com) | Mumbai, India | <https://www.linkedin.com/in/kirtibaria/>

## SUMMARY

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A results-driven Project Manager with over **10 years of experience in Web technologies**, including **4+ years specializing in WordPress development and digital solutions**. Proven expertise in leading cross-functional teams, streamlining project workflows, and optimizing resource allocation to deliver high-quality WordPress websites and eCommerce solutions. A Certified Scrum Master (CSM) with hands-on experience in Agile methodologies, sprint planning, stakeholder communication, and project execution.

## SKILLS

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### Project Management:

- Project Planning & Execution
- Scope Management
- Requirement Analysis
- Project Scheduling & Budget Management
- Documentation & Reporting
- Resource Allocation & Optimization
- Quality Assurance & Control
- Performance Monitoring & Reporting
- Stakeholder Management & Engagement
- Agile Methodologies & Scrum (Certified ScrumMaster, CSM)
- Cross-functional Team Management

### Technical Expertise:

- WordPress CMS & Development
- Front-End Development
- Page-Builders (Elementor, DIVI, etc)
- Web Technologies (HTML5, CSS3, JavaScript, jQuery, Bootstrap)
- Web Analytics & SEO Optimization
- Web Performance Optimization
- eCommerce & WooCommerce
- WordPress Security & Maintenance
- Website Hosting & Server Management (cPanel, WHM, Cloudflare, DNS, CDN, SSL)

### Soft Skills:

- Leadership & Team Management
- Effective Communication & Stakeholder Engagement
- Time & Resource Management
- Analytical & Problem-Solving Skills
- Adaptability & Flexibility
- Client Relationship Management
- Decision Making & Critical Thinking
- Team Building & Motivation
- Interpersonal & Conflict Resolution Skills
- Creativity & Innovation
- Collaboration & Teamwork

## EXPERIENCE

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### Project Manager

UnlimitedWP, Ahmedabad, India (Remote)  
Dec 2020 – Present

UnlimitedWP is a leading white-label WordPress service provider, catering to digital agencies in the US and UK with comprehensive development solutions tailored to their needs.

- Managed multiple WordPress projects, ensuring timely delivery by implementing Agile workflows and optimizing project execution, leading to efficient timelines and high client satisfaction.
- Introduced sprint-based development and standardized documentation, significantly improving project initiation and overall efficiency, resulting in smoother project handoffs and reduced scope creep.

- Led a team of developers, designers, and QA specialists, optimizing resource allocation to scale WordPress project delivery while maintaining high-quality standards and consistent client expectations.
- Enhanced client satisfaction and retention by implementing structured feedback loops and reducing revision requests, leading to faster approvals, improved project outcomes, and long-term partnerships.
- Developed comprehensive video training tutorials for clients, empowering them to manage their WordPress websites independently and reducing post-launch support inquiries, improving agency efficiency.
- Implemented WordPress best practices, improving website performance, UI/UX, and security compliance, ensuring stable, secure, and high-performing digital solutions.
- Strengthened remote team collaboration through structured workflows using Slack, Asana, and Jira, leading to improved coordination, streamlined communication, and increased productivity.
- Standardized quality assurance processes, minimizing post-launch issues and ensuring smoother website rollouts with fewer client escalations.
- Took ownership as an individual contributor, overseeing end-to-end project execution from client engagement to technical implementation and final delivery, ensuring seamless alignment with business goals and successful project outcomes.

## **Project Manager**

Amazing Interactive, Mumbai, India  
July 2011 – Dec 2020

Amazing Interactive delivers innovative web and creative solutions globally, crafting impactful digital experiences that drive business growth.

- Managed full-cycle project execution, ensuring seamless delivery of WordPress websites, mobile applications, and digital solutions while overseeing cPanel management, hosting configurations, and DNS setups for client projects.
- Led cross-functional teams, fostering collaboration between designers, developers, QA testers, and content creators to optimize workflows and drive project success.
- Strengthened client relationships through effective communication, providing technical consulting and innovative solutions that aligned with business goals and ensured long-term success.

## **Creative Head**

Digital Signage Network, Mumbai, India  
Feb 2008 – July 2011

Digital Signage Network (DSN) is a DOOH advertising network that delivers dynamic content across high-traffic locations using strategically placed digital screens, ensuring engaging and impactful brand visibility.

- As a Creative Head, I Led the creative direction and strategic design of digital signage content, including interactive touchscreen applications, ensuring alignment with client objectives and brand identity.
- Managed end-to-end project execution, from discovery and planning to delivery, collaborating with stakeholders to integrate creative strategies with technical requirements for engaging, user-friendly applications.
- Oversaw client relationships and cross-functional teams, optimizing resource allocation, fostering collaboration, and ensuring seamless execution of projects that met business goals and client expectations.

## **Team Leader**

Jasubhai Digital Media, Navi Mumbai, India  
Oct 2004 – Feb 2008

Type i, a division of Jasubhai Digital Media, specializes in delivering custom e-learning solutions for global clients, tailored to meet their unique needs.

- Led the design, integration, and development of customized e-learning courses, ensuring engaging and interactive learning experiences.
- Managed client interactions and project delivery, aligning solutions with expectations, scope, quality, and timelines.
- Oversaw resource allocation and team coordination, providing guidance and maintaining high design and production standards for top-quality outcomes.

EDUCATION

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<b>Bachelor's in Science</b> University of Mumbai, Maharashtra	<b>MUMBAI, INDIA</b> May 1999
<b>Certified ScrumMaster (CSM)</b> Scrum Alliance	July 2024
Currently Pursuing: <b>Google Project Management Professional (PMP) Certification</b> <b>SAFe® 6.0 Agile Certification</b>	Jan 2025 Feb 2025