

## WordPress Developer with 5 Years of Experience

### Profile Summary:

Creative and dependable WordPress developer with 6 years' experience in building rich and interactive websites. Proficient and creative WordPress developer with a strong history in website management and development. Comprehensive understanding of WordPress core software, database connectivity and its functions. Hands on experience in creating, extending and customizing WordPress themes and plugins. In depth knowledge of installing and configuring WordPress multisite.

I have 2 years of experience in Business Analyst Profile. As a Business Analyst my role is to write Technical Specification documents by analyzing client requirements. Handling client queries. Conducting requirements training sessions and developing best practices for product delivery. I also have a basic knowledge of SEO and SMO.

### Professional Skills:

Languages/Technologies : PHP+MYSQL, HTML, CSS, JQuery

Open Source Package : Wordpress

Database : MySQL

Internet Marketing : SEO, Social Media

E-Commerce : Magento- Basic, woo-commerce

Web Panel : Cpanel

Platforms : WINDOWS 98/XP/7, Linux.

Desktop FTP Client : Filezilla

### Education Qualification:

- Master of Computer Application (M.C.A)
- Bachelor of Computer Application (B.C.A)

**Professional Experience:**

**Senior WordPress Developer**

1. Build websites using WordPress.
2. Provide technical support to clients.
3. Write coding using HTML and CSS.
4. Design new features for existing websites.
5. Customize themes to meet clients' requirements.
6. Manage a user guide to help clients understand site features and management of website to increase visitor satisfaction.

**Senior Wordpress Developer and Business Analyst.**

1. Build websites using WordPress.
2. Prepare website proposals to present to clients.
3. Provide technical support to clients.
4. Write coding using HTML and CSS.
5. Design new features for existing websites.
6. Act as the company expert in creating PPC and Google AdWords campaigns to be integrated with new website builds.
7. Customize themes to meet clients' requirements.
8. Manage a user guide to help clients understand site features and management of website to increase visitor satisfaction.

**Business Analyst**

1. Analyze client's business requirements and processes through document analysis.
2. Identify and reconcile errors in client data to ensure accurate business requirements.

**Digital Marketing Executive**

1. On Page Optimization: Competitors Analysis, Keyword Research, Title Creation, Meta Tag Creation, Content Optimization, Keyword Density, Use of robots.txt, Creating Site Layout etc.



2. Off-page optimization: Bookmarking, Article Submission, Posting Free Classifieds, Press Release, Link Building, Blog Creation, Blog Submission, Blog Comments, Link Wheeling etc.
3. Competitive Analysis: Viewing top competitor sites for target keywords
4. Familiarity with social media and web analytics

### **Key Skills:**

1. Build and manipulate WordPress websites
2. Customizing WordPress to support specific functionality
3. Edit and repurpose WordPress plug-in in accordance to customers' needs
4. Perform quality assurance tests on all web projects
5. Obtain estimates for programming and development needs
6. Perform activities to optimize websites for search engine optimization
7. Create social media sites that are interactive in nature
8. Building out responsive layouts
9. Design for SEO (Search Engine Optimization)
10. Optimization includes creating unique title tags, meta tags (descriptions and keywords) and optimization of content.
11. Competitive analysis – Viewing top competitor sites for target keywords
12. Off-page optimization: Bookmarking, Article Submission, Posting Free Classifieds, Press Release, Link Building, Blog Creation, Blog Submission, Blog Comments, Link Wheeling etc.
13. On Page Optimization: Competitors Analysis, Keyword Research, Title Creation, Meta Tag Creation, Content Optimization, Keyword Density, Use of robots.txt, Creating Site Layout, etc.
14. Managed 5 people team of junior wordpress developer, seo executive and web designer.
15. Prepared and presented technical proposals to clients.
16. Project Management
17. Business Analysis
18. Customer Relationship Management
19. Team Management