

## WordPress Developer | Front-end Web Developer

A skilled WordPress Developer, who has a record of overhauling various web platforms e.g. implemented major site redesign that resulted in 35% boost in conversion rates and crafted custom extensions to raise average order value by 20%. Successfully migrated large-scale store over 500K SKUs, with performance gains up to 50% Launched industry-leading sales campaigns, targeting new and high-potential customers which increased marketplace penetration up to 30% in the EMEA region with innovative procedure efficiency.

### Qualifications

WordPress Expertise | Custom WordPress Theme Development | Plugin development and integration | Performance Optimization | Database management and optimization | Front-end web technologies (HTML5, CSS3, JavaScript, PHP) | Responsive web design | Checkout Process Streamlining | Security Best Practices & Vulnerability Management | Figma to WordPress development | API Integration (CRM, ERP, third-party services) | Data migration and SKU management | Version Control Systems (Git, SVN) | Google Analytic & Search Console | Agile and Scrum methodologies | Payment Gateways | Code review and Quality Assurance | Technical support and problem-solving | Agile and Scrum methodologies | Multi-lingual and multi-currency implementation | Understanding of e-commerce business processes | Excellent communication and teamwork skills | Debugging and Troubleshooting

**OTHER SKILLS:** Magento, SEO Best Practices for e-commerce, PHP, Apache, Nginx, MySQL, Graphics Design, Wix, Web Hosting & Domain Setup, Database Management, Figma, Shopify, Joomla, UI Designer, Asana, Elementor, Divi, Yoast, WP Forms, Woocommerce, Photoshop, Illustrator, After Effect, Capcut, Digital Marketing, Video Editing, Tableau, GitHub

### Employment History

#### Alml Group | WordPress Developer

Oct 2020 – Present

- Revamped and optimized the company's website, resulting in a 40% increase in organic traffic and improved search engine rankings.
- Integrated advanced WordPress features and plugins, enhancing user experience and reducing website bounce rates by 25%.
- Collaborated with cross-functional teams to align web strategies with business goals, creating a seamless online presence for ALML Group.

#### HFB Technologies | WordPress Developer

Dec 2022 – Mar 2023

- Resolved over 95% of 300+ client tickets on first contact, ensuring a high customer satisfaction rate and reducing downtime by 40%.
- Diagnosed and fixed 100+ plugin conflicts and customization issues, enhancing website performance and user experience.
- Improved website speed by an average of 30%, leveraging advanced SEO and performance optimization techniques.

#### Enov8 Solutions Ltd | WordPress Web Developer

Nov 2017 – Jan 2020

- Designed and deployed 50+ WordPress websites for clients across various industries, driving an average traffic increase of 20%.
- Managed and maintained a portfolio of 300+ websites, achieving a 98% uptime rate and resolving technical issues within 24 hours.
- Reduced development time by 25% by creating reusable custom themes and plugins, streamlining project workflows.

### Education & Certifications

**Bachelor of Science (BS), Library & Information Science** – Delta State University  
**WordPress Course – The Ultimate WordPress Boot Camp Course** – Udemy