

AYUSHI PATNI

WORDPRESS DEVELOPER (BASIC SEO OPTIMIZATION)

ayushipatni08@gmail.com

8503885146

Udaipur Sector 3, hiran magri

SUMMARY

Highly skilled and detail-oriented WordPress Developer with 4.5 years of experience in building, customizing, and maintaining high-performance websites across various industries. Proficient in theme development, plugin customization, WooCommerce integration, and site optimization. Adept at implementing SEO best practices, responsive design, and speed optimization techniques. Strong understanding of PHP, HTML, and CSS.

SKILLS

- Strong problem-solving
- Interpersonal Skills
- Collaboration
- Analytical skills
- Communication
- Leadership

WORK EXPERIENCE

✓ Kardhar Infotech

Role: WordPress Developer & SEO Executive

Duration: [8 Months]

Key Responsibilities:

- Developed and customized WordPress themes from scratch using Elementor and custom PHP.
- Integrated third-party plugins and optimized site speed using LiteSpeed Cache and GTmetrix.

✓ WebSenor

Role: Web Designer & SEO Analyst

Duration: [2021-2023]

Key Responsibilities:

- Designed and managed dynamic WordPress websites tailored for client needs.
- Set up WooCommerce and managed e-commerce integrations with payment gateways.
- Implemented technical SEO (schema markup, redirects, sitemap submission).
- Conducted competitor analysis and developed backlink strategies.
- Collaborated with content teams to ensure SEO-friendly blog publishing.

✓ Tarangsoft Solution

Role: WordPress Administrator & Digital Marketing Executive

Duration: [2023-3024]

Key Responsibilities:

- Managed and maintained multiple client websites using WordPress CMS.
- Migrated websites between hosts and configured DNS and SSL settings.
- Improved Core Web Vitals and implemented AMP for mobile optimization.
- Performed keyword tracking, traffic analysis, and prepared SEO reports.
- Ran and optimized local SEO campaigns using Google Business Profile.

✔ Nile Hotel Management

Role: WordPress Developer & Local SEO Specialist

Duration: [2023-2024]

Key Responsibilities:

- Designed and developed a complete hotel website using WordPress with a custom theme tailored for hospitality services.
- Integrated hotel booking system with calendar availability, contact forms, and inquiry management features.
- Created responsive and mobile-friendly layouts to ensure optimal viewing on all devices.
- Added multi-language support to cater to international guests and improved global accessibility.
- Implemented location-based SEO strategies to increase visibility in Google Search and Maps.
- Optimized website speed and performance using LiteSpeed Cache, lazy loading, and image compression tools.

✔ StellanovaGlobal Tech Private Limited

Role: WordPress Developer & Local SEO Specialist

Duration: [2024-2025]

Key Responsibilities:

- Designed and developed a full-fledged hotel website using WordPress, incorporating a custom theme tailored for hospitality services.
- Integrated a hotel booking system with real-time calendar availability, contact forms, and inquiry management.
- Built responsive and mobile-friendly layouts to ensure seamless user experience across all devices.
- Added multi-language support to enhance accessibility for international guests.
- Implemented local SEO strategies, including Google Maps integration and on-page optimization, to boost search visibility.
- Performed basic SEO tasks such as keyword implementation, meta tag optimization, and content structuring.

Education

Master in Computer Applications (MCA):

2020 Bachelor of Science in Information Technology - Pacific College, Udaipur:

PROJECTS AND PORTFOLIO

- **Successfully developed & delivered 200+ WordPress websites for businesses, blogs, and e-commerce brands.**
- **Specialized in custom themes, SEO optimization**

PORTFOLIO OF SELECTED WORK

Successfully developed & delivered 300+ WordPress websites for businesses, blogs, and e-commerce brands.
Specialized in custom themes, SEO optimization, and performance improvements.

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