

DHINAKARAN

Software Developer

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SUMMARY

Experienced WordPress Developer with a proven track record in designing and implementing innovative web solutions. Proficient in custom theme development, plugin customization, and optimization for performance. Strong expertise in HTML, CSS, PHP, and JavaScript. Committed to delivering high-quality, user-friendly websites. Effective problem-solver with excellent communication skills. Eager to contribute technical proficiency to enhance digital experiences.

EXPERIENCE

9/2022 – Present **WordPress Developer / SEO Analyst** **BrandCrock GMBH**

- Collaborated with designers and content creators to ensure seamless integration of design elements and content into **WordPress websites**.
- Developed custom WordPress **themes** and **plugins**, tailoring solutions to meet specific client needs and enhancing overall website functionality.
- Conducted regular **website maintenance**, including **updates**, **backups**, and security enhancements to ensure **optimal performance and security**.
- Optimized **website performance** by implementing best practices in **SEO**, page speed, and **mobile responsiveness**.
- Integrated **XML sitemaps**, providing search engines with a comprehensive map of website content.
- To upload WordPress Website folders and files to a **Git** repository
- Assisted clients in **troubleshooting and resolving technical issues**, providing exceptional customer support
- Implemented **e-commerce solutions**, integrated **payment gateways**, and enhanced website functionality through **custom PHP coding**.
- Provided **technical support** and **training to clients** to help them effectively manage their WordPress websites.
- Proficient in website development using popular builders such as **Elementor, WPBakery, Divi, and Oxygen Builder**.

4/2021 – 8/2022 **WordPress Developer / SEO Expert** **Ingenium Digital**

- Designed and developed numerous **WordPress websites** from concept to deployment, meeting client specifications and ensuring a seamless user experience.
- Customized and implemented **themes and plugins** to enhance website functionality and aesthetics.
- Ensured **responsiveness** and cross-browser compatibility to guarantee optimal user experience across various devices.
- Conducted comprehensive **SEO** audits to identify areas for improvement and implemented **on-page and off-page** SEO strategies.
- Utilized **keyword research** to optimize website content, **improving search engine rankings and organic traffic**.
- Implemented **schema markup** and **structured data** to enhance search engine understanding of website content.
- Implemented and managed **Google Analytics, Search Console, Tag Manager, and My Business** for **optimized website performance, user tracking, and local search visibility**.

ACHIEVEMENTS

Achieved recognition as a Good Performer Award recipient in 2024 for demonstrating exceptional skills in WordPress.

SKILLS

HTML/CSS, PHP, JavaScript, Website Development, Shopify, Dolibarr, UI, Front-end development, WordPress Theme Development, Plugin Customization and Development, Responsive Design, Database Management, Version Control/Git, Troubleshooting and Debugging, Performance and Security, API Integration, Content Management, Payment Gateway, Website Maintenance, Woocommerce, SEO, Keyword Research, Schema Markup, Google Analytics, Google Search console, Google Tag Manager, Schema Markup, XML Sitemaps

EDUCATION

3/2017 - 3/2021 **BE - Computer Science and Engineering** **Anna University**
Sengunthar Engineering College, Tiruchengode

LANGUAGES

English, Tamil