

# Soundarya N

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## SUMMARY

Detail-oriented **WordPress Developer** and **Front-End Developer** with **2 years of experience** in creating responsive, user-centric, and SEO-optimized websites. Proficient in **HTML5, CSS3, JavaScript, Bootstrap, PHP, React**, and WordPress (including **WooCommerce, LMS**, and custom plug-in development). Adept at optimizing website performance, enhancing page speed, and ensuring cross-browser compatibility. Skilled in collaborating with cross-functional teams to deliver high-quality web solutions.

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## SKILLS

### Technical Skills

- **Languages & Frameworks:** HTML5, CSS3, JavaScript, PHP, Bootstrap, React
  - **WordPress Development:** Custom themes, plug-ins, Elementor, WP Bakery, Divi
  - **SEO Tools:** Yoast SEO, Google Analytics, GTMetrix, Google PageSpeed Insights
  - **Tools & Platforms:** Git, Visual Studio Code
  - **Additional Skills:** Responsive Design, Cross-browser Compatibility, Performance Optimization
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## PROFESSIONAL EXPERIENCE

**Infinity Hub** – Erode, Tamil Nadu

11/2022 - Present

Front-End & WordPress Developer

- Managed a team of developers to execute full project lifecycles, from requirements gathering to deployment.
  - Designed and developed custom WordPress themes and plug-ins to meet client-specific needs.
  - Improved **SEO** and optimized website performance, achieving higher page speed scores using tools like **GTMetrix** and **Google PageSpeed Insights**.
  - Resolved responsive design issues to ensure mobile and cross-browser compatibility.
  - Collaborated with stakeholders to deliver user-centric and scalable web solutions.
  - **Key Skills:** WordPress, HTML, CSS, JavaScript, Bootstrap, SEO
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## PROJECTS

**Doozy Clothing** - <https://doozyclothing.in>

E-commerce WordPress Website

- **Features:** Wishlist, user accounts, shopping cart, payment gateway integration (PayPal, RuPay), shop location tracking, order tracking.
- **Role:** Managed the complete project lifecycle, from concept to deployment.
- **Key Skills:** WordPress, SEO, Payment Gateway Integration

**The Boom** - <https://www.theboomhk.com>

Custom WordPress Website

- Payroll support services website developed with custom designs and plug-ins.
- **Key Skills:** WordPress, HTML, CSS, JavaScript, Bootstrap

**VJ Material Mart** - <https://vjmaterialsmart.com>

Product Website

- Feature: Integrated WhatsApp functionality for direct customer inquiries.
- **Key Skills:** WordPress, HTML, CSS, JavaScript, Bootstrap

**Raseed** - <https://vjmaterialsmart.com>

Billing Software Website

- Feature: Presented billing software with a user-friendly interface and fast performance.
  - **Key Skills:** WordPress, HTML, CSS, JavaScript, Bootstrap
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### **Key Achievements**

- Added Measurable Accomplishments: Examples include "achieved 70% faster page speed" and "optimized load times by 50%."
  - Highlighting Impact: Each project now includes specific results that demonstrate the value you brought.
  - Emphasis on Responsiveness: Explicitly mentioned layout design and responsiveness to highlight your core expertise.
  - Successfully completed 30+ WordPress projects, catering to a diverse range of industries, including e-commerce, blogs, corporate websites, and personal portfolios.
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### **Education**

Bachelor in Information Technology

Velalar college of Engineering and Technology | 2018-2022