

# JAIBUNNISHA.J

Puducherry, India

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## CAREER OBJECTIVE

Experienced Web Developer and SEO Specialist with 7+ years in designing, developing, and optimizing high performance websites across WordPress, Shopify, and Wix platforms. Proficient in WordPress (ACF, Elementor, custom themes/plugins), Figma-to-WordPress conversion, REST API integration, and technical SEO to enhance Core Web Vitals and drive traffic. Experienced in managing and delivering projects for international clients across Australia, Singapore, the UK, and beyond. Seeking to leverage expertise in building scalable, mobile-friendly, and SEO-optimized websites to deliver business-focused digital solutions for a dynamic organization.

## KEY SKILLS

**Platforms** - WordPress, Shopify, Wix, WooCommerce

**Front-End** - HTML5, CSS3, JavaScript, PHP, Liquid (Shopify), Bootstrap, Tailwind

**Tools** – Elementor & PRO, Divi, WP Bakery, Oxygen, ACF, WPML, Velo(Wix), Liquid-Templates

**SEO & Analytics** - Technical SEO, Google Analytics, GTM, Lighthouse, Yoast, Rank Math

**API Integrations** - Payment Gateways, CRM (HubSpot, Zoho), Booking Systems

**Design Conversion** - Figma/PSD to WordPress/Shopify (pixel-perfect responsiveness)

**Cross-Browser & Mobile Compatibility** – Ensure consistent user experience

## PROFESSIONAL EXPERIENCE

**AUG 2023–OCT 2024**

**Senior Wordpress Developer | Big7 Solutions & Media | Australia**

- Converted **Figma designs into fully responsive, pixel-perfect WordPress pages** using Elementor.
- Developed **custom WordPress plugins** to extend website functionality.
- Integrated **third-party APIs** for enhanced user experience and automated workflows.
- Ensured **cross-browser compatibility** and optimized performance for **SEO**.
- Implemented **WPML** for multilingual websites to expand audience reach.
- Collaborated with designers and content teams to deliver engaging **UI/UX**.

### Notable Projects:

- ✓ [dngcabinets.com.au](http://dngcabinets.com.au) (Custom-built WordPress website)
- ✓ [hansacare.com.au](http://hansacare.com.au) (Disability Home Care Services Website)
- ✓ [thesareeshop.com.au](http://thesareeshop.com.au) (E-commerce Website)
- ✓ [voltcafenarrewarren.com.au](http://voltcafenarrewarren.com.au) (Coffee Shop Website)
- ✓ [currystar.com.au](http://currystar.com.au) (Restaurant Website)
- ✓ [pumaprint.com.au](http://pumaprint.com.au) (ACF Integrated Website)

**SEP 2022–JAN 2023**

**Web developer | Eversafe Academy | Singapore**

- Developed and maintained **responsive WordPress websites** for corporate and educational clients.
- Integrated **third-party APIs** for enhanced functionality (e.g., payment gateways, CRM).
- Optimized the website for SEO to improve visibility in Google search results.
- Migrated legacy sites to **WordPress + Elementor Pro**, reducing load time by 50%

**Notable Projects:**

- ✓ [Seagullcruise.com](#) (Cruise Booking Website)
- ✓ [RM Skytech](#) (Service Based Website)
- ✓ [Eversafe Academy](#) (Singapore Educational Institution Website)

**MAY 2017-AUG 2022**

**WordPress Developer | Website Transformers | United Kingdom**

- Converted HTML designs into WordPress and ensured cross-browser compatibility.
- Integrated Google Analytics (GA) and GTM for tracking and insights.
- Created custom solutions for service-based businesses.
- Developed a Python script for web scraping to restructure blog URLs on an educational site.

**Notable Projects:**

- ✓ [Home - Get Educated Online](#) (Educational Blog Website)
- ✓ [Edith Garland Architectural Services](#) (Architecture Website with Custom Calculator)
- ✓ [Alton Garden Centre](#) (E-commerce Website)
- ✓ [Transformers Agency](#) (Business Website)

**FEB 2016 - OCT 2016**

**Web Developer | StrideUp Now (OPC) Pvt Ltd | United Kingdom**

- Assisted in the development and maintenance of websites using HTML, CSS, and JavaScript.
- Developed WordPress support Plugin and various plugins.
- Converted various HTML websites into Wordpress Website.
- Browser compatibility testing on: IE, Safari, Chrome, Firefox and mobile devices(phones/tablets).

**Notable Plugins:**

- ✓ Wordpress Auto Indexer
- ✓ Social Signal Checker
- ✓ Error Plugin URL Finder
- ✓ Cron Job Scheduler

**EDUCATIONAL QUALIFICATION**

B.TECH IN INFORMATION TECHNOLOGY WITH 8.95 CGPA(2011-2015)  
Dr.S.J.S Paul Memorial College of Engineering and Technology, Puducherry, India

**TECHNICAL SKILLS**

**Programming Languages:** HTML5, CSS3, JavaScript, PHP, MYSQL, Python(Basic) and ReactJS(Basic).

**CMS:** WordPress, Woocommerce

**WordPress Tools:** Elementor, Visual Composer, Divi, WP Bakery, Avada Builder, Oxygen.

**Analytics & Optimization:** Google Analytics, Google Tag Manager

**SEO & Design:** SEO principles, Responsive design, Cross-browser compatibility

I hereby declare that the above written particulars are true to the best of my knowledge and belief.

**(JAIBUNNISHA.J)**