

K.MADHU MEETHA M.Sc.,(IT) , D.F.T.,

WordPress Developer

About me:

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Career Objective:

Motivated and results-driven WordPress Developer with 1 year of hands-on experience in designing, developing, and maintaining dynamic, responsive, and SEO-optimized websites. Proficient in front-end and back-end technologies with a strong focus on performance, accessibility, and user experience. Committed to delivering high-quality digital solutions aligned with business goals, while continuously enhancing technical expertise and contributing effectively within collaborative development environments.

Experience:

Web Developer – WordPress

Frigate | April 2024 – Present

<https://frigate.ai> | <https://frigate.co.in>

- Designed, developed, and maintained high-performance WordPress websites, including frigate.ai and frigate.co.in.
- Built custom-designed websites tailored to branding and business goals.
- Focused on creating responsive, user-friendly designs for optimal user experience across all devices.
- Enhanced website performance, SEO, accessibility, and mobile responsiveness for improved visibility and usability.
- Collaborated with cross-functional teams to deliver web solutions aligned with B2B manufacturing and new product development (NPD) needs, while staying updated with the latest WordPress trends.
- Enhanced user experience by implementing responsive web design and optimizing website performance.

Website Development Intern

Tellable LLP | Dec 2022 – Jan 2023

- Designed and developed responsive websites using the WordPress platform.
- Created and published blog content to maintain an engaging and consistent digital presence.
- Prepared technical documentation, conducted website testing, and ensured quality assurance.

Technical Skills:

- **Web Development:** WordPress, PHP, HTML, CSS, JavaScript, MySQL
- **Design & UI/UX:** Canva, Responsive Web Design
- **CMS & Tools:** Elementor, WooCommerce, ACF, MS Office, Google PageSpeed Insights
- **Other Skills:** SEO Optimization, Performance Tuning, Cross-Browser Compatibility.
- Debugging & Troubleshooting, Security & firewall plugins

Freelance Projects:

WordPress Developer - Freelance

April 2024 – August 2025

<https://www.healthhubclinic.ca/> | <https://localseomedia.ca/> | <https://lhcompletewellness.ca/>

- Worked as part of a 3-member team, including a content writer and a UX designer, to deliver quality freelance WordPress websites.
- Built **healthhubclinic.ca** – a healthcare clinic site with online appointment booking features and a clean layout.
- Created **lhcompletewellness.ca** – a wellness center website with a user-friendly and calming interface.
- Designed **localseomedia.ca** – an SEO agency site optimized for lead generation and clear service presentation.
- Developed **sirisutechnolabs.com** – an IT solutions provider website with a professional, service-focused design.
- Focused on responsive web design, smooth user experience, and conversion-oriented layouts across all projects.
- Installed required plugins and additional coding to fit final design and functionality requirements.
- Customized e-commerce solutions for online businesses using WooCommerce plugin integration.

College Project:

ZOO MANAGEMENT SYSTEM – Final Year Project (July 2022 to Apr 2023)

Programming Language: **PHP, HTML, CSS, JavaScript**

Database: **MYSQL**

Zoo Management System is a web-based technology that manages people's and animals' details and provides tickets to visitors with their families. This web application provides a way to effectively control records and track visitors.

Professional Courses with Certifications:

- **Advance Your Skills in WordPress**

11/2024 - 2/2025 | LinkedIn Learning

Completed an advanced course focused on custom theme and plugin development, performance optimization, security best practices, and advanced WordPress customization techniques.

- **Getting Started with WordPress**

10/2024 - 12/2024 | LinkedIn Learning

Completed a foundational course covering WordPress setup, theme and plugin usage, content management, and basic customization techniques.

- **Google UX Design**

6/2022 - 12/2022 | Coursera

Completed a certification program specializing in user research, wireframing, prototyping, usability testing, and user-centered design, utilizing tools like Figma.

- **AI Marketing Mastermind**

May 2025 | Growth School

Completed an intensive program focused on leveraging AI tools and strategies to optimize digital marketing campaigns, enhance customer targeting, and drive business growth.

Educational Qualification:

- **Master of Science in Information Technology**

Shrimati Indira Gandhi College, Trichy

June 2021 – May 2023

- **Bachelor of Science in Information Technology**

Shrimati Indira Gandhi College, Trichy

June 2018 – May 2021

- **HSSC**

Vignesh Sri Renga Matriculation Higher Secondary School, Trichy

2016 – 2018

- **SSLC**

Vignesh Sri Renga Matriculation Higher Secondary School, Trichy

2015 - 2016

DECLARATION:

I hereby declare that the above-mentioned details are true and correct to the best of my knowledge and belief.

Place:

Date:

Signature

(K.MADHU MEETHA)