

# Soundarya N

+91 77080 67922 ✉ soundarya.n.dev@gmail.com

<https://www.linkedin.com/in/soundarya-frontend-developer>

## SUMMARY

**WordPress and Front-End Developer** with 3+ years of experience creating responsive, SEO-optimized websites and digital solutions. Proficient in HTML5, CSS3, JavaScript, Bootstrap, PHP, and React. Skilled in custom WordPress themes, plugin development, WooCommerce integration, and website performance optimization.

## SKILLS

- **Languages:** HTML5, CSS3, JavaScript, PHP
- **Frameworks & Libraries:** Bootstrap, React
- **WordPress Development:** Custom Themes, Custom Plug-ins, Elementor, WPBakery, Divi
- **SEO & Analytics Tools:** Yoast SEO, Google Analytics, GTMetrix, Google PageSpeed Insights
- **Development Tools:** Git, Visual Studio Code
- **Technical Expertise:** Responsive Web Design, Cross-Browser Compatibility, Website Performance Optimization

## EXPERIENCE

### PCS Company

#### Senior Developer | Sep 2025 – Present

- Specialized in new theme implementation, feature development, and performance optimization to enhance application usability and efficiency.
- Actively involved in end-to-end project execution, including requirement analysis, development, testing, deployment, and post-launch support.
- Strong experience in collaborating with cross-functional teams and mentoring junior developers to deliver high-quality, scalable solutions.

### The Infinity Hub

#### WordPress & Front-End Developer | Nov 2022 – Aug 2025

- Led end-to-end WordPress development projects, including theme and plugin customization based on client requirements.
- Optimized SEO, page speed, and responsive design for improved performance and crossbrowser compatibility.
- Collaborated with stakeholders to deliver scalable, user-centric web solutions that enhanced engagement and business growth

## Key Achievements

Achieved a 75% improvement in website page speed through advanced optimization techniques using GTMetrix and Google Page Speed Insights. Successfully delivered 45+ custom WordPress projects across diverse industries, including e-commerce, corporate websites, blogs, and personal portfolios. Developed fully responsive and mobile-friendly layouts, ensuring seamless user experiences across devices, maintaining cross-browser compatibility.

## PROJECTS

### **Doozy Clothing** - doozyclothing.in

E-commerce WordPress Website

- Developed a full-featured e-commerce website with wishlist, user accounts, shopping cart, and order tracking.
- Integrated payment gateways (PayPal, RuPay) and implemented order tracking and user account features.
- **Key Skills:** WooCommerce, SEO, Payment Gateway Integration.

### **The Boom** - theboomhk.com

Custom WordPress Website

- Built a custom WordPress website for a payroll support service, implementing bespoke designs and plugin integrations to enhance functionality and brand presence.
- **Key Skills:** WordPress, HTML5, CSS3, JavaScript, Bootstrap, Custom Plug-in Development.

### **Raseed** - raseedapp.com

Billing Software Website

- Built a custom WordPress website for a payroll support service, implementing bespoke designs and plugin integrations to enhance functionality and brand presence.
- **Key Skills:** WordPress, HTML5, CSS3, JavaScript, Bootstrap, Custom Plug-in Development.

### **Jeevan Foods** - jeevanfoods.org.in

Woocommerce WordPress Website

- Integrated WhatsApp Chat for real-time customer support. Developed daily best-seller product filter to boost engagement.
- Integrated real-time Google Reviews to improve brand visibility and customer trust.

### **Feral Roots** - [feralroots.in](http://feralroots.in)

E-Commerce WordPress Website

- Customized and modified WordPress plugins, implemented all types of integrations, and developed new product tracking features
- **Key Skills:** WordPress, Custom Plug-in Development.

### **AM Builders** - [am-builders.gt.tc](http://am-builders.gt.tc)

Contraction WordPress Website

- Customized themes and developed product-specific features, including creating and modifying tab filter plugins for improved product navigation and user experience.
- **Key Skills:** WordPress, Custom Theme and Plug-in Development.

## Education

Bachelor in Information Technology      2018-2022

Velalar college of Engineering and Technology