

SANJANAA B

Junior Web Developer

 sanjanaab25@gmail.com

 9962911620

 sanjanaabalaji25.wixsite.com/mysite

Web Developer with 1+ year of hands-on experience in WordPress and Shopify, specializing in theme customization, speed optimization, SEO best practices, and responsive UI improvements. Skilled in managing multiple live websites, ecommerce workflows, plugins, and social media content to drive organic engagement.

EXPERIENCE

Web Developer – Imaje Technologies

Feb 2025 – Feb 2026

- Managed 3+ live websites, including UI fixes, page updates, URL redirects, and performance optimization.
- Handled 10+ Shopify stores, building product pages and complete e-commerce workflows.
- Handled 3 Wordpress sites, by publishing posts, updating content, and maintaining site functionality.
- Improved website speed and responsiveness, enhancing overall user experience.

Social Media Management (Side Role)

- Managed 5+ social media pages, creating designs and content to improve organic engagement.
- Tracked insights and optimized posting strategies for better reach.

Zoho Product Analyst (Internship) – Trivecta Digital Solution Pvt Ltd

4 Months

- Consulted and customized Zoho applications including CRM, Expense, Campaigns, and People.
- Coordinated with team members to prepare reports and presentations for 4+ projects.
- Created a blog website using WordPress.

EDUCATION

Sairam Institute of Technology, Chennai

2020 - 2024

B.E. – Computer and Communication Engineering

CGPA: 8.26

TECHNICAL SKILLS

- **Frontend:** HTML, CSS, JavaScript, Bootstrap
- **Backend:** PHP (Basics – WordPress customization)
- **CMS & E-commerce:** WordPress, Shopify, Wix
- **SEO & Analytics:** SEO, Google Analytics, PageSpeed Optimization, Search Console, Copyleaks
- **Databases:** SQL
- **Tools & Platforms:** VS Code, Dreamweaver, Canva, cPanel, Zoho Products, Microsoft Excel & Word
- **Social Media:** Instagram, Facebook, Twitter, Pinterest