

# Gourav Basera

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## Summary

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Website Developer with over 2 years of experience specializing in WordPress development, MERN stack, JavaScript, and SEO. Successfully delivered projects like Fitnesstack, serving 3500+ customers daily, and The Shopping Friendly, achieving 1,000% customer growth. Proven expertise in optimizing website performance, including improving core web vitals by 20% and boosting traffic from 600 to 5,500 monthly users through strategic SEO solutions. Skilled in creating responsive, high-performing websites tailored to business needs. Actively seeking opportunities to contribute to innovative web development projects.

## Experience

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### Affrise Media Pvt. Ltd.

Gurugram, India

SEO Wordpress Developer

Apr 2024 to Present

- Led WordPress development projects, delivering optimized platforms with enhanced ROI and user engagement.
- Executed SEO strategies, boosting traffic by 1000% and improving core web vitals by 20%.
- Collaborated with teams to integrate SEO best practices into site architecture and functionality.

### Inciterz Tech. Pvt. Ltd.

Noida, India

SEO Developer

Apr 2022 to Apr 2024

- Contributed in projects such as Full Stack MERN Project such as Scrappy Apparel
- Used Github for version control and deployment.
- Led comprehensive SEO strategies, optimizing keywords and conducting regular website audits.
- Created lead-specific Facebook campaigns, emphasizing tier 1 areas.
- Monitor KPIs, including reach and engagement, refining strategies for optimal performance.

### Brand Visage Communications

Delhi, India

SEO Executive

Mar 2020 to Apr 2022

- Increased organic traffic through content optimization and local business strategies.
- Managed influencer marketing initiatives in collaboration with the content team.
- Assisted the PPC team with campaign optimization and performance monitoring.

## Projects

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- [Fitnesstack.com](#) | [Natraj Properties](#) | [TheShoppingFriendly](#) | [AroundWithin](#)

## Technical Skills

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**Languages:** HTML, CSS, JavaScript

**Frameworks:** Tailwind CSS, React.js, WordPress, Express.js, Bootstrap, Node.js

**Developer Tools:** Git, GitHub, VS Code, MongoDB, Jira, Postman

**Expertise:** Frontend Development, Backend Development, Responsive Designs, Low Code Platforms

**What's Next:** Java, Data Structure and Algorithms, Spring Boot, Linux, Vim

## Education

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Indira Gandhi National Open University

Noida, India

Bachelor of Computer Applications

Aug 2019 to Jun 2022