Mehakdeep Kaur(WordPress Web Developer)

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CAREER OVERVIEW

A dedicated Web Developer with a strong foundation in HTML, CSS, JavaScript, and WordPress development. Experienced in creating responsive, user-friendly websites and enhancing website functionality to improve user engagement. Passionate about leveraging the latest web technologies and industry trends to deliver high-quality digital solutions. Known for a collaborative mindset and the ability to work effectively in fast-paced, Agile environments.

PROFESSIONAL SKILLS

- Web Development: HTML, CSS, JavaScript, PHP, SQL, WordPress, Bootstrap, Laravel
- Design & Tools: Adobe Photoshop, Adobe Illustrator, Figma, Canva, UX/UI Design
- Programming: C#, XML, JSON, Angular, Visual Studio Code
- Database & APIs: MySQL, RESTful APIs
- Web Performance: SEO, web accessibility, website optimization
- Version Control: Git
- Soft Skills: Time management, problem-solving, effective communication, teamwork, adaptability

WORK EXPERIENCE

ITaxWindsor

WordPress web developer   **Nov 2023 – Present**

- Enhanced the iTaxWindsor website by integrating new features and improving user experience by 65%.

- Implemented key functionalities like a tax calculator, live chat, and enhanced navigation, increasing user engagement by 30% and customer satisfaction by 60%.

- Applied SEO strategies to improve search engine ranking, resulting in a 40% rise in organic traffic within the first month.

- Build and deploy machine learning models to segment customers for targeted marketing, achieving an 18% improvement in customer retention.

- Collaborated with cross-functional teams to ensure seamless integration of back-end functionality with front-end design elements, enhancing overall website performance.

Riipen (Canada – Remote)

WordPress researcher/developer   **Jun 2021 – Jun 2022**

- Integrated optimal WordPress plugins and APIs to improve site functionality, resulting in a 20% boost in user experience.

- Developed a live stream feature, increasing user engagement by 25% and enabling real-time interaction.
- Researched WordPress tools for live stream integration, leading to a 40% rise in website engagement metrics.
- Implemented security measures to protect WordPress sites from potential threats, reducing vulnerabilities by 35%.
- Worked closely with the marketing team to design content strategies that increased conversion rates by 15%.

EDUCATION

Diploma in Web Development and Internet Applications
St Clair College, Windsor, ON
G.P.A – 4.0

ADDITIONAL QUALIFICATIONS

- **Fluent in English** with professional proficiency, meeting communication and research guidelines for Canada.
- Reside in Canada for the past **two consecutive years**, ensuring a deep understanding of current and historical events in Canadian business, media, sports, and cultural affairs.
- **Proficient in conducting online research** using search engines, online maps, and web-based platforms to gather accurate and relevant information for various tasks, including audio and relevance assessments.