

# Prajakta Wasnik

Front end Developer  
Wordpress and SEO

## Contact

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Nagpur.

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## Skills

UI/ UX Designer

Wordpress

HTML

CSS

Javascript (learning)

## Softwares

Figma	<div><div></div></div>	70%
Adobe XD	<div><div></div></div>	90%
Wordpress	<div><div></div></div>	80%

## Languages

English

Hindi

Marathi

SEO-savvy professional with expertise in front-end development (HTML/CSS) and WordPress. Proven track record of optimizing websites for search engines, driving organic traffic growth, and creating visually appealing, user-friendly websites. Skilled in on-page optimization, keyword research, and responsive design. Strong collaborator and dedicated to staying current with industry trends.

## Experience

- KIDADL

June 2022 - May 2023

Site Hygiene Team.

- Worked collaboratively to create backlinks and maintain the website, ensuring high-quality user experience.
  - Proactively identified and fixed broken links, contributing to improved website functionality and enhanced SEO performance.
  - Implemented strategies to promote traffic growth and increase visibility.

Image Content Team.

- Contributed to the image content team, providing relevant images for articles.
  - Resolved license issues and ensured compliance with copyright regulations.
  - Enhanced visual appeal and engagement of website content through high-quality imagery.
- FYDOX TECHNOLOGIES

Sep 2019 - March 2020

Website Content Management

- Managed website content, including updating offers and products regularly to provide up-to-date information to users.
  - Ensured accuracy and relevance of content to enhance user experience and drive engagement.
  - Implemented effective content management strategies to optimize website performance.

Product Complaint Management

- Acted as a point of contact for customers to address complaints regarding faulty products.
  - Facilitated timely resolution of issues by coordinating with relevant departments and stakeholders.
  - Maintained a high level of customer satisfaction through effective complaint handling and problem-solving.

## Education

- MBA

2019 - 2021

- Human Resource Management and Studies
- Bachelor of Engineering

2014 - 2018

- Computer Science