

Ankit Jaswal

WordPress & Shopify Developer

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About Me

Web Developer with 3.5 years of experience specializing in WordPress, Shopify, and modern CMS platforms. I build clean, fast, secure, and mobile-friendly websites with custom functionality. I fix hacked/dead websites, improve SEO & performance, integrate Google APIs, and automate workflows. I work with international clients and use AI tools to boost speed, quality, and productivity.

Skills

Custom Features: Filters, advanced forms, product variations, multiple offers, custom layouts, landing pages, automation workflows (Zapier/Make)

CMS & E-commerce: WordPress, Shopify, WooCommerce, Webflow, Wix, Squarespace, BigCommerce, **CS-Cart (wholesalers & multi-vendor)**, HubSpot CMS

Bug Fix & Security: Malware removal, hacked-site recovery, dead-site revival, plugin/theme conflict resolution, database cleanup

Languages: HTML, CSS, Bootstrap, Liquid, PHP (basic), JavaScript (basic)

Performance & SEO: WP Rocket, LiteSpeed, GTmetrix optimization, Core Web Vitals (LCP/CLS), PageSpeed improvement, on-page SEO, caching & CDN setup

API Work: Google APIs (Maps, Recaptcha, Geolocation, custom integrations), Postman (API testing)

Email Marketing & CRM: Klaviyo, Mailchimp, HubSpot CRM, Shopify Flow automation

Design Tools: Canva, Figma, Wireframing & UI planning

Development & Debugging Tools: VS Code, Chrome DevTools, Git/GitHub (basic), LocalWP/XAMPP, BrowserStack

Hosting & Deployment: Cloudways, SiteGround, Hostinger, DigitalOcean, cPanel, FTP/SFTP, Cloudflare DNS/SSL/CDN

Analytics & Tracking: Google Analytics, Search Console, Google Tag Manager, Facebook Pixel.

Work Experience

Web Developer

Websoftrix Infotech – Zirakpur, Punjab

Dec 2022 – Present

- Built & customized websites using **WordPress, Shopify, Wix, Webflow, Squarespace, HubSpot, CS-Cart**
- Managed **CS-Cart wholesale & multi-vendor stores**, pricing rules, product uploads, and storefront customizations
- Implemented **Google APIs:** Maps, Recaptcha, geolocation & custom API features
- Fixed malware-infected sites, recovered hacked websites, and revived broken/dead sites
- Improved PageSpeed, Core Web Vitals, performance & SEO
- Created landing pages and implemented automation workflows (Zapier, Make, HubSpot)
- Added custom functionality: product variations, filters, advanced forms, offers, Quiz

- Fixed plugin/theme conflicts, layout issues, script errors & database problems
 - Worked directly with international clients and managed tasks via Jira & Teams
 - Used AI tools to debug faster, enhance UI, generate content, and improve workflows
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WordPress Developer

VcreateU LLP – Gurugram, Haryana

Feb 2022 – Dec 2022

- Built WordPress websites with Elementor & WooCommerce
 - Added booking tools, sliders, forms, and custom layouts
 - Optimized speed for mobile & desktop
 - Improved UI, SEO, and user experience
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Recent Projects

- **Pemvish.com** – Custom WordPress site with fast loading & clean design
 - **Nenesolutions.ca** – Full WooCommerce store with variations, offers, checkout & payment integration
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Education

B.Tech in Computer Science Engineering

Manav Bharti University – Solan, Himachal Pradesh

2016 – 2020

Tools

WinSCP, FileZilla, Chrome DevTools, VS Code, Git/GitHub, Jira, Teams, Google Workspace, Cloudways, SiteGround, Hostinger, Cloudflare, cPanel, FTP/SFTP