

# Abhishek Choudhary

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## WORK EXPERIENCE

### Geeksgyaan.com

Dec. 2020 – Sept 2023

Founder & WordPress Developer

Remote

- Developed a popular tech blog using **WordPress CMS**, driving **100,000+ organic unique users**.
- Customized the WordPress theme** and added custom PHP code to enhance functionality.
- Executed QA testing and performance optimization using Google PageSpeed Insights and Google Analytics, achieving **30% faster loading time on mobile devices** and reducing the bounce rate by 20%.
- Implemented **on-page & off-page SEO strategies** to drive more than **250,000 page views per month**.
- Managed **enterprise-level web infrastructure** using VPS/cloud platforms, integrating advanced tools like Google Analytics, Search Console, SSL, and Cloudflare CDN.

## SELECTED PROJECTS

### Internship Platform: React, Redux, Node, MongoDB, Tailwind CSS

[Link](#) | [GitHub](#)

- Developed a full-stack internship platform, impacting 600,000+ potential students looking for internships.
- Improved **application performance by 35%** through implementing Redux state management, reducing component re-renders and optimizing data flow across the application.
- Converted Figma design to performant React components** using custom hooks and context API, resulting in 45% reduction in unnecessary re-renders and improved application responsiveness.
- Built **RESTful API's** using Node.js in **MVC pattern**, integrating Cloudinary for asset management and MongoDB for efficient data querying with indexed collections.

### Online Shopping Platform: ASP.NET Core (MVC)

[GitHub](#)

- Designed and developed 10+ web pages in C# & Razor Pages to demonstrate essential eCommerce functionalities such as product browsing, category filtering, and order management.
- Implemented ASP.NET Identity for secure user authentication, supporting 2 user roles: Customer and Admin.
- Integrated Bootstrap for a **responsive design**, tested across **5 different screen sizes** to ensure compatibility.
- Created a shopping cart and secure checkout system with validations for input fields, ensuring a 100% error-free workflow in test cases.
- Used **SQL Server** and **Entity Framework Core** to manage a database of 50+ sample products and 10+ test categories, demonstrating efficient data handling and CRUD operations.

## EDUCATION

### Conestoga College Institute of Technology

Dec, 2024

Ontario College Graduate Certificate (Web Development) **GPA: 3.71**

Waterloo, ON

### University of Mumbai

April, 2021

Degree: Bachelor of Science, Major: Information Technology

Mumbai, India

## CERTIFICATIONS

- Front-End Development Specialization by Meta (8 courses)
- Principles of UX/UI Design
- Containers w/ Docker, Kubernetes & OpenShift by IBM

[View credentials](#)

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## SKILLS

- LANGUAGES:** JavaScript, TypeScript, C#, PHP, SQL, HTML5, CSS
- TECHNOLOGIES:** React js, Next js, Node js, MongoDB, PostgreSQL, Prisma ORM, GraphQL, Bootstrap, CMS Solutions, Figma, WordPress, Drupal, GitHub, SEO, Cloudflare Functions/Pages, Serverless backends
- CONCEPTS:** MVC, RESTful API's, Content Management Systems, Quality assurance testing, Agile, Scrum