CHRISTEENA DANIEL

Web Developer

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📅 26-02-1999   🏳 Indian   in www.linkedin.com/in/christeena-daniel-1756ba250

EXPERIENCE

WordPress & Web Developer | 2 Years' Experience in Dubai   2023 – Present
HD Digital Media CO L.L.C   Dubai
- Develop and maintain WordPress and WooCommerce websites.
- Customize themes and integrate required plugins.
- Plan and implement SEO strategies to boost rankings.
- Conduct keyword research for high-volume search terms.
- Build responsive and mobile-friendly layouts.
- Optimize website speed, performance, and security.
- Integrate Stripe, Tabby, and PayPal payment gateways.
- Manage hosting, domain setup, and DNS configurations.
- Create custom PHP, JavaScript, and AJAX features.
- Perform backups, bug fixes, and regular updates.
- Handle website migrations and maintenance.
- Apply UAE market SEO trends and compliance standards.
- Deliver projects for UAE clients:
  https://lumadgold.com/ 🔗
  https://asterflower.ae/ 🔗
  https://coconcurrydubai.com/ 🔗
  https://almakhamaria.com/ 🔗

Software & Web Developer   2021 – 2023
NextgenPro Innovations & Edupark PVT LTD   Kerala ,India
- Designed an e-commerce application for a retailer
- Cooperating with the development team to design new applications
- Supporting the backend team with the maintenance of a client's e-commerce website using HTML, MySQL, CSS, and JavaScript
- Improved database performance by optimizing MySQL queries
- Created Web pages using PHP/MYSQL
- Integrated PHP into custom templates
- Working on UI development using PHP, JavaScript and Xampp
- Involved in designing the database and writing stored procedures, indexes, views, triggers and complex queries in SQL Server.

  https://smartedupro.in/website/ 🔗
  https://gahalpro.com/ 🔗

Digital Marketing and SEO

- Assisted marketing team with a blog creation for SEO purposes, which drove traffic.
- Devised and built 20+ landing pages that generated additional leads.
- Conducted research to identify emerging market trends across diverse platforms and audiences.
- Planned and developed digital marketing strategy and oversaw successful campaign on-page and off-page optimization.
  https://www.instagram.com/nextgenpro_/?g=5 🔗

EDUCATION

Bachelor of Computer Application   2019
Baker College for Women, Kerala, India   Kerala, India

Plus Two   2016
Mount Carmel Girls HSS, Kerala, India   Kerala, India

SSLC   2014
PEMHS Thiruvanchoor, Kerala, India   Kerala, India

SKILLS

WordPress
Theme customization, plugin usage, maybe custom plugin/theme development

HTML

E-commerce

SEO

PHP

Mysql

XAMPP

CSS

Bootstrap

JavaScript

Ajax

Digital Marketing

Django

SQL

Responsive design , Mobile-friendly sites.

LANGUAGE

| English | ● ● ● ● ● | Malayalam | ● ● ● ● ● |
| Hindi | ● ● ● ● ● | Tamil | ● ● ● ● ● |

DECLARATION

I hereby declare that all the above mentioned information given by me is truth and correct to the best of my knowledge and my belief.