

VINAYAGAMOORTHY

WordPress Developer

PROFILE

Skilled WordPress Developer with over 3 years of experience working in a collaborative agency environment, focused on building and maintaining responsive, high-performance websites. Proficient in custom theme and plugin development, WooCommerce integration, SEO optimization, and website performance improvements. Strong understanding of front-end and back-end development, with a commitment to clean code and best practices.

Experienced in managing website content and updates, optimizing UX/UI in collaboration with design teams, and supporting digital marketing efforts through social media content creation across LinkedIn, Instagram, and Facebook. Technically adept in Microsoft Word and Excel, with hands-on experience creating automated workflows using macros and leveraging Excel for data analysis and reporting.

A results-driven team player with a detail-oriented mindset and a passion for web technologies and continuous learning.

TECHNICAL SKILLS:

- **Languages:** PHP, HTML5, CSS3, JavaScript, MySQL, Laravel (Beginner)
- **CMS:** WordPress, WooCommerce, Elementor
- **Tools:** Git, cPanel, hPanel, Canva
- **SEO:** Keyword Research, Google Analytics, Google search console, SEMRUSH, Ahrefs, Page Speed Optimization, Responsive Design.
- **Social Media & Marketing:** Social Media Management (LinkedIn, Instagram, Facebook), Content Planning, Engagement Strategies, Copywriting, Visual Content Creation.
- **Microsoft Office:** Advanced MS Word (including Macros), Excel (Formulas, Pivot Tables, Charts).

CERTIFICATIONS:

- Google Analytics Certified

WORK EXPERIENCE

October 2023 – Present

WordPress Developer

Interface Technologies, Sundarapuram, Coimbatore.

- Developed and maintained 50+ responsive WordPress websites across e-commerce, education, and healthcare sectors.
- Optimize site speed with lazy loading, image compression, caching, and code minification.
- Ensure mobile-first design, accessibility, and cross-browser compatibility.
- Configure and customize WooCommerce stores with payment gateways, shipping, and tax settings
- Create custom WooCommerce product pages, filters, and checkout flows
- Integrated tools such as Stripe, Mailchimp and Google Analytics.
- Apply SEO techniques including schema markup, structured data, and clean permalinks
- Provided client training and post-launch technical support to ensure smooth CMS usage and site updates.
- Manage social media presence for small businesses across LinkedIn, Instagram, and Facebook
- Plan and post targeted content to increase engagement, brand visibility, and website traffic
- Design visual assets and write compelling copy to align with client branding
- Track analytics and provide monthly performance reports and strategy adjustments

Apr 2022 – Sep 2023

Freelance Blogger

WordPress.

- Wrote engaging, audience-focused blog content to attract and retain readers.
- Performed in-depth keyword research targeting specific niches and audience intent.
- Achieved 60,000+ organic visitors, with multiple blog posts ranking in the top 10 positions across various countries.
- Successfully monetized the blog through Google AdSense and managed revenue-generating ad placements.

Oct 2020 – Apr 2022

BKS Textiles Pvt Ltd, Palladam.

QT Lab Technician

- Fabric testing
 - Yarn Testing
 - Report Management
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HOBBIES: SOCIAL MEDIA

- Managing an Instagram page with more than 140k followers and a Facebook page with 90k followers, both focused on sharing engaging health tips and wellness content with an active and engaged audience.
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EDUCATION HISTORY

07.06.2016 – 28.06.2019 B.Sc., Chemistry

- Alagappa Govt Arts and Science College, Karaikudi.

06.06.2014 – 30.04.2016 HSC

- Manickavasagar Higher Secondary School, Pudukottai.

01.06.2013 – 28.04.2014 SSLC

- RTU ST. Peter's Higher Secondary School, Kallupatti, Theni.
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PERSONAL INFORMATION

Father Name : S. Sekar
Gender : Male
Date of Birth : 11.05.1999
Age : 26 Years
Nationality : Indian
Religion : Hindu
Marital Status : Unmarried
Languages Known : Tamil, English
Address : 1/54, Thumbai Malar, Pandipathiram (Po), Avudaiyarkoil (TK),
Pudukottai (Dt) - 641062.
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