

Priyanka Kashinath Mulajkar

WordPress & Front-End Developer

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Professional Summary:

Result-driven WordPress & Front-End Developer with over 5 years of experience in building responsive, high-performance, and SEO-optimized websites. Experienced in developing custom WordPress themes and plugins, integrating ACF for dynamic layouts, and using popular page builders such as Elementor, WPBakery, Divi, and Beaver Builder, etc. Proven track record of mentoring junior developers, collaborating with designers and QA teams, handling API integrations, and implementing new features to enhance website functionality and performance. Delivered 50+ client projects across diverse industries while improving website speed and SEO scores.

Work Experience:

vSplash Techlabs Pvt. Ltd. | WordPress Integrator | Jul 2024 - April 2025

- Developed and maintained custom WordPress themes and plugins based on client specifications.
- Integrated ACF fields for dynamic, reusable layouts.
- Collaborated with designers, QA, and project managers to deliver timely and quality projects.
- Improved website speed and boosted SEO scores to 90+ on Google PageSpeed Insights.
- Conducted code reviews and mentored junior developers on best practices and debugging techniques.
- Handled third-party API integrations and payment gateway implementations on WordPress.
- Designed and implemented new features and functionality.
- Established and guided the website's architecture, managed the CMS to ensure high performance.
- Built and customized websites using popular WordPress page builders such as **Elementor**, **WPBakery**, **Divi Builder**, **Beaver Builder**, and **Visual Composer** to meet diverse client design requirements and ensure responsive performance.

Tru Performance Services LLP / Viram Labs Pvt. Ltd | Web Developer | Jan 2021 - May 2024

- Designed and built client websites from concept to deployment.
- Managed Client communication to determine the project and website requirements.
- Analyzed requirements and delegated development tasks to fellow teammates at par with Code and Resource management.
- Troubleshooted websites on different browsers to determine quality.
- Collaborated with designers to implement concept and design of website.
- Created backup files on servers and directories to avoid data loss.
- Responded to queries on private messages or comments to address issues and resolve complaints.
- Optimized performance and provided in-depth training to the new recruits.
- Developed and implemented SEO and AB testing strategies to improve the effectiveness of marketing efforts.
- Converted design assets into component-based HTML, CSS and JavaScript.

Excite Systems | Web Developer | Sept 2019 - Oct 2020

- Started career as an intern.
- Built responsive websites using WordPress, Shopify, HTML, CSS, and Bootstrap.
- Solved complex challenges with the utilization of modern web application development processes and standard methodologies.
- Solved Search Engine Optimization (SEO) compatibility issues in websites.
- Developed websites from PSD files to HTML.

Technical Skills:

- WordPress, HTML, CSS, JavaScript, Bootstrap, Advanced Custom Fields (ACF), Shopify, Photoshop, Figma, Git, Responsive Design, Cross-Browser Testing, Web Performance Optimization.
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Achievements:

- **Best Performer Q1 – 2021, Viram Labs Pvt. Ltd**
Recognized for delivering responsive WordPress websites within tight deadlines, improving client satisfaction by 30%.
 - **Best Department Q1 – 2022, Tru Performance Services LLP**
Contributed to the team's recognition by optimizing workflows and reducing project turnaround time by 20%.
 - **Star Performer Q4 – 2023, Tru Performance Services LLP**
Awarded for high-priority project, improving site speed by 40% and increasing SEO performance.
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Certifications:

- Web Design Course.
 - Advanced Custom Fields (ACF) – Udemy - 2024.
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Projects:

- Cyber Defence Group - <https://www.cdg.io/>
 - Boys. & Girls Clubs Silicon Valley - <https://bgclub.org/>
 - Meraaki Designs - <https://meraakidesigns.com/>
 - Above the Rest Garage Door Repair - <https://www.atrgaragedoorrepair.com/>
 - Sudo Consultants - <https://sudoconsultants.com/>
 - George Plumbing - <https://yell4george.com/>
 - AIS Heating & Air Conditioning - <https://aisheatingandair.com/>
 - Go To - <https://www.goto.com/>
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Academic Qualification:

B.E. – KEC, Shelve, Pandharpur | Solapur University | 2014-2018

H.S.C. – Shri. Chhatrapati Shivaji College, Omerga | Pune Board | 2013-2014

S.S.C. – Shri. Mahatma Basweshwar Vidyalaya, Omerga | Pune Board | 2011-2012