Sanjay K

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# PROFILE SNAPSHOT

* Dedicated and detail-oriented **Web Developer** with over 3.6 years of experience in designing, developing, and managing WordPress-based websites and custom solutions.
* Strong expertise in **WordPress, WooCommerce, PHP, HTML, CSS, JavaScript**, and **MySQL**.
* Proficient in frontend frameworks and CMS platforms with experience in plugin development, debugging, and RESTful API integrations.
* Demonstrated success in improving site usability, SEO, and backend performance for clients, including those from the UK.
* Committed to delivering scalable, maintainable, and user-centric websites optimized for performance and cross-platform compatibility.

# SKILL SET

* **Web Technologies:** WordPress, WooCommerce, Shopify, AngularJS, PHP, HTML5, CSS, JavaScript
* **Tools & Platforms:** AWS**,** cPanel, FTP, MySQL Database, SEO Optimization
* **Development Areas:** Theme & Plugin Development, CMS Integration, Debugging, RESTful APIs, Cross-browser Compatibility
* **Soft Skills:** Client Communication, Problem Solving, Performance Optimization

**WORK HISTORY**

**Senior Web Developer**  
  **Branding Beez – Coimbatore**  
  **Dec 2023 – Present**

* Leading full-stack development of custom WordPress websites for clients across industries.
* Improved website responsiveness and SEO, resulting in a 30% traffic increase.
* Managed backend tasks including database integration and server performance checks.

### Projects

**1. E-commerce Store – UK-Based Client** WooCommerce | WordPress | Elementor | UK Server Management

* Developed a customized WooCommerce store for a UK fashion brand, focusing on performance, SEO, and responsive design.
* Integrated advanced product filters, payment gateways, and shipping rules specific to UK regions.
* Managed backend tasks such as domain setup, email configuration, and DNS management via GoDaddy.

**2. Online Games– UK Client** WordPress | WooCommerce | Plugin Integration | CPanel

* Built and maintained a product-heavy WooCommerce website, implementing dynamic pricing and custom checkout flows.
* Integrated third-party plugins for inventory management
* Handled regular backups, plugin updates, and troubleshooting via cPanel and UK-based hosting services.

**3. WordPress Maintenance & Support – Multiple Clients** Hosting Support | Server Management | Client Communication

* Provided regular WordPress support including security hardening, performance optimization, and plugin conflicts resolution.
* Handled client-side domain transfers and hosting migrations through platforms like GoDaddy and UK VPS providers.

**Web Developer**  
 **CAMS Infotech Pvt Ltd – Chennai  
 Feb 2023 – Dec 2023**

* Developed and maintained scalable WordPress websites, enhancing performance and user engagement across high-traffic platforms.
* Introduced new plugins and features to enhance user interactivity.
* Created user documentation to improve client-side content management.

**Junior Web Developer**  
 **JVYAM Cloud Softech Pvt Ltd – Madurai  
 Feb 2022 – Jan 2023**

* Designed front-end layouts and integrated backend logic for multiple client projects.
* Provided technical support and troubleshooting for WordPress and hosting-related issues.
* Worked closely with designers to ensure responsive UI/UX.

### TRAINING & CERTIFICATION

* **AngularJS** – Credo Systemz, Chennai
* **AWS Solution Architect** - Credo Systemz, Chennai

### ACADEMIC QUALIFICATION

* **B.Tech – Civil Engineering** PRIST University, Thanjavur (2016 – 2020)
* **HSC – Tagore Vidyalayam**, Madurai
* **SSLC – Tagore Vidyalayam**, Madurai

### DECLARATION

I hereby declare that the information furnished above is true to the best of my knowledge and belief.

**Sanjay K**