Hema Kumari

Web Developer | WordPress Specialist | CMS Expert

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WEBSITE DEVELOPER

Seeking a challenging role in a growth-oriented organization where I can leverage my 6+ years of web development experience, specializing in CMS (WordPress and Shopify), to drive innovative website development. Passionate about continuous learning and self-improvement, I am committed to expanding my coding skills and becoming a valuable asset to your team by delivering high-quality, user-centric digital solutions.

Technical Skills

- **Programming Languages:** PHP, JavaScript, HTML5, CSS3, MySQL
- **Frameworks & Libraries:** React, Bootstrap, jQuery
- **Content Management Systems (CMS):** WordPress, Shopify
- **Website Development:** Responsive Design, Theme Customization, Plugin Integration
- **Design Tools:** Adobe Photoshop, Canva, Google Workspace
- **Other Tools & Builders:** Elementor, Divi, Visual Composer, WPBakery, ACF, SEO, cPanel

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Akiya Aesthetics, New Delhi

Sep 2025 (Present)

Sr. Web Developer

- Develop and maintain the company website, ensuring smooth functionality, responsiveness, and ongoing updates based on business needs.
- Coordinate with team, Support the integration and management of WhatsApp and website chatbots, including backend configuration and monitoring via dashboards.
- Zoho CRM integration, ensuring proper data flow between the website and CRM for lead capture and customer management.
- Collaborate with marketing and design teams to upload blogs, update content, and edit images/banners as needed.

International Aesthetics Private Limited (Isaac Luxe), New Delhi July 2022 - July 2025

Sr. Website Developer

- **Managed and updated multiple WordPress and Shopify websites:** ensured seamless functionality and content updates.
- **Customized themes** in both WordPress and Shopify to align with brand identity and design requirements
- Handled plugin and app **integration, configuring** both WordPress plugins and Shopify apps to enhance user experience and site functionality.
- **Managed and updated content**, including text, images, videos, and blog posts, in coordination with the marketing team
- **Troubleshot and resolved website issues**, including bugs, plugin conflicts, and layout errors, ensuring smooth operation and user satisfaction.
- **Marketing design:** Created and updated landing pages for both WordPress and Shopify to promote seasonal offers, events, and lead generation campaigns, including BOGO deals and cart discounts.

JBN Creators, New Delhi   **Feb 2021 - May 2022**
Sr. Web Developer

- **Developed and launched multiple WordPress websites: ensured successful deployment and launch.**
- **Frontend & Backend Development:** managed both frontend and backend
- **Project Management:** handled existing projects and kept them updated.
- **Banner and Photo Creation: created banners and edited photos using Photoshop.**
- **Blog Publishing: published blogs daily.**
- **Data Security: performed regular backups and implemented security measures, resulting in zero data loss.**
- **Troubleshooting:** identified and resolved technical issues, bugs, and errors on WordPress websites.
- **Responsive Design:** developed and maintained WordPress websites, ensuring mobile responsiveness and cross-browser compatibility
- **Theme Customization:** customized WordPress themes and templates to match the design and branding requirements of our clients.
- **Plugin Customization and Integration:** assisted in integrating and configuring WordPress plugins to enhance website functionality and user experience.

Habitat Center, New Delhi   **Oct 2017 - Oct 2018**
Intern

Core PHP Experience: gained experience with core PHP and other technical languages.

Template Creation: created templates using HTML, CSS, and Bootstrap to improve website functionality and user experience.

Photo Editing: edited photos using various tools and responded to member inquiries, demonstrating effective communication and customer service skills.

EDUCATION

Delhi University
B.A. Program (Humanities)
2021

CBSE Board
Senior Secondary School
 2017

CERTIFICATIONS

Habitat Center, New Delhi (2019)
Teaching Computer skills

Habitat Center, New Delhi (2015-2016)
Diploma in Content Management Systems (CMS)

Manzil Non-Profit Org, 2015
Computer Course (MS Office)

VOLUNTEER EXPERIENCE

Manzil Non-Profit Org

Oct 2017 - Oct 2018
Taught computer skills and participated in various events, enhancing teamwork and leadership skills.

PROJECTS

Portfolio: workhema.github.io/portfolio

- skinbydrg.com
- cofg-movie.com
- isaacluxe.co
- soulify.org.in
- drgeetikamittalgupta.com
- emergingfromtheearth.com