

ARCHANA KAILASAN

WORDPRESS DEVELOPER

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PROFESSIONAL SUMMARY

WordPress Developer with 2+ years of experience in WordPress website development, WooCommerce, Elementor, and responsive web design. Skilled in website customization, payment gateway integration, SEO, performance optimization, HTML, CSS, JavaScript, and troubleshooting. Proven ability to deliver scalable, user-friendly, and high-performing web solutions while ensuring cross-browser and mobile compatibility.

CORE SKILLS

Technical Skills: WordPress Development, HTML/CSS, JavaScript, PHP, MySQL, Elementor.

Analytical Skills: Website Performance Optimization, API Integration, Google Analytics, Page Speed Tools.

Leadership: Cross-functional Teams, End-to-end Website Development, Website Maintenance.

Communication: User Experience (UX), Responsive Design, Cross-browser Compatibility, Customer Communication.

WORK EXPERIENCE

WORDPRESS DEVELOPER

Cygnotech Labs | 02/2024 - Present

- Engineered responsive WordPress websites using Elementor, themes, and plugins, increasing user engagement.
 - Administered WooCommerce stores, optimizing e-commerce functionality and reducing cart abandonment by 30%.
 - Implemented payment gateway integrations, including Razorpay and PayU, improving transaction security and checkout success rates.
 - Enhanced website performance through page speed optimization and Core Web Vitals improvements, reducing loading times by 40%.
 - Managed website maintenance, security updates, backups, and technical troubleshooting, increasing website uptime.
 - Customized WordPress themes and plugins using HTML, CSS, JavaScript, and PHP to deliver tailored web solutions.
 - Integrated third-party APIs and automation tools, including WhatsApp API, streamlining customer communication and business processes.
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EDUCATION

Master of Computer Applications (MCA)

APJ Abdul Kalam Technological University | 08/2019 – 08/2022

Bachelor of Computer Applications (BCA)

Mahatma Gandhi University | 07/2016 – 03/2019

PROJECTS

E-Commerce Website (WooCommerce)

- Developed a WooCommerce website with payment gateway integration and performance optimization.

Business Website (WordPress & Elementor)

- Designed responsive WordPress websites using Elementor with enhanced UI/UX and website speed.
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LANGUAGES

English | Malayalam