

Taniya Saini

WordPress Developer/Designer

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SUMMARY OF PROFILE

With 4 years of experience in this industry and a strong educational background as a Masters in Computer Science, I strongly believe that I am a detail-oriented, organized and meticulous employee. Works at fast pace to meet tight deadlines. Enthusiastic team player ready to contribute to company success. Logical and results-driven Web Developer dedicated to building and optimizing user-focused websites for customers with various business objectives. Being a solution-oriented person I thrive in challenging, fast-paced environments where my performance directly impacts the bottom line. I am a creative and inventive thinker who craves for challenges and is not afraid to work outside my comfort zone. My strong background in IT combined with my extensive experience in planning, executing, and monitoring makes me ideally suitable for this role.

SKILLS

- Programming Languages: HTML5/CSS3, PHP, jQuery
- WordPress Theme and Plugin development: Advanced Custom Fields, Custom Post Types, Custom Widgets, Post Meta, Blog Posting, Post and Page Queries, Ajax in WordPress, Custom PHP snippets/functions, hooks, actions, wordpress membership/events/directories, API integration and woocommerce
- WordPress site migration, data migration and data cleanup on server/cpanel
- Adobe Photoshop: Image editing and retouching, typography, color updations, icon slicing, image slicing
- Page Builders: Elementor, Divi, Beaver, GeneratePress with GenerateBlocks, Visual Composer
- Responsive Web Design: Bootstrap
- Database Management: SQL, MySQL
- Landing Pages and Funnels: Wix, Hubspot, Kajabi, LeadPages and A/B split testing
- CRM: Mailchimp, Sendinblue, HubSpot, ActiveCampaign
- Knowledge of: Wix, Shopify, Joomla, Squarespace, Codigniter
- Microsoft Office
- Website Optimization using: Gtmatrix and Google Page Insights
- Basic SEO, Metadata & AdSense Integration
- Knowledge of DNS entries and cloudflare caching

EDUCATION

Masters in Computer Science and Technology | Panjab University, Chandigarh, India | May 2016 - May 2018

Bachelors in Computer Applications | Panjab University, Chandigarh, India | April 2013 - April 2015

EMPLOYMENT

September 2021 - November 2022 | MG SMART PVT LTD, Mohali India | Web Developer / Web Designer

Tools: Git, Slack, Jira, Zeplin, Figma, Sublime, Trello, Postman, WP-CLI (command line interface), Photoshop

- Research, design, and implement technical specifications for projects based on user requirements as indicated in the scope of work, wireframes, and sitemap documents
- Designed, implemented and monitored web pages, plugins and functionality for continuous improvement.
- Optimized company's website and main corporate blog to boost SEO traffic to sites
- Provide analysis of current programs which includes performance, diagnosis, troubleshooting of problem programs, and designing solutions to problematic programming
- Modified existing code written in programming language PHP
- Multi-tasked across multiple functions and roles to generate project results, meet deadlines and organizational expectations.
- Conducted testing and review of website design for responsiveness, clarity and effectiveness.
- Maintained WordPress website(s) security and integrity
- Twilio Messaging API used to send messages for company advertisements
- Minimize Q/A issues by testing and debugging using tools such as Chrome Inspector and Firebug.
- Worked on Mailchimp, Sendinblue and HubSpot Marketing Hub to design email templates and landing pages

January 2020 - August 2021 | Infugin Services PVT LTD, Ludhiana India | Frontend Developer

Tools: Git, Mercurial, and SVN

- Meeting with clients to discuss website design and function.
- Coded websites using HTML, CSS, JavaScript, jQuery, Bootstrap and WordPress.
- Designing and managing the website back-end including database and server integration.
- Provided ongoing efficiency and security maintenance and patching on website interface to maintain viability after launch.
- Generating WordPress themes and plugins.
- Conducting website performance tests using GTMETRIX and GOOGLE SPEED INSIGHTS
- Conducting WordPress training with the client and provide training document file
- Experience working with debugging tools such as Chrome Inspector and Firebug.
- Email Automation setup and landing pages using Mailchimp, Sendinblue and HubSpot Marketing Hub

September 2015 - December 2018 | Tech Turners, Hoshiarpur India | Junior Web Developer (Part Time Job)

Tools: Photoshop, Jira, Github, Zeplin, Sublime Text, Chrome Developer Tools, CodePen

- Responsible for all technical areas. Maintain servers, computers, and provide in office technical support. Rebranded company from ground up including a fully responsive website.
- Converting wireframes to Responsive Web Design using HTML/CSS/jQuery
- Performs W3 validator checks for the websites
- Converting HTML sites to fully functional using WordPress
- Assisting the web development team with all aspects of website and application design.
- Assisting with the testing and maintenance of backend and front-end of websites
- Converting video, audio, written, and graphic components into compatible formats for the web.
- Responsible for all technical areas. Maintain servers, computers, and provide in office technical support. Rebranded company from ground up including a fully responsive website.
- Used Google Analytics to track bounce rate on different pages
- Monitors the performance of the live website.
- Troubleshooting content issues.

Project Links:

1. Global Punjab TV: <https://globalpunjabtv.com/>

- Worked in TechTurners PVT LTD (Year 2020):

Technology Used: WordPress

- . Resigned all the pages and make it visually appealing for the users.
- . Developed new features in website by adding LiveTv and Radio.
- . Optimized it for faster user experience.
- . Integrate GoogleAdsense.

2. Evolve Media Blog: <https://evolvemediablog.com/>

- Project from Upwork (Year 2022):

Technology Used: WordPress

- . Designed and developed website from scratch.
- . Created custom post types on the basis of different type of marketing strategies provided by client and filter them on the basis of user research and selection.
- . Integrated mailchimp for newsletters.

Awards or Certifications

Got 6 Employee of the Month in 1 year from MG SMART TECH PVT LTD

Front End Web Developer Professional Certificate (W3C), W3, 2020