

SURAJ

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OBJECTIVE

Results-driven Web Developer specializing in WordPress development, website optimization, and SEO. Skilled in creating high-performance, user-friendly websites for businesses and e-commerce. Strong expertise in content management, website security, and plugin customization. Additionally, proficient in digital marketing strategies, lead generation, and analytics to enhance online growth.

EDUCATION

Bachelor of Technology (BTech) in Computer Science & Engineering, GD Goenka University, Sohna, Haryana — Expected 2027

Senior Secondary Education (12th), RPS Senior Secondary School, Mahendergarh — Completed 2022 (Non-Medical)

SKILLS

Technical Skills	@	HTML, CSS, JavaScript, WordPress CMS, Advanced SEO Techniques, No-Code Development
E-commerce	@	WooCommerce, Shopify, Conversion Rate Optimization
Marketing	@	Affiliate Marketing, Event Sales
Soft Skills	@	Time Management, Networking, Teamwork, Adaptability

EXPERIENCE

WordPress Developer & SEO Specialist

July 2022 – Present

Freelance — Sohna, India

- Developed and optimized e-commerce websites, improving user experience and increasing conversions.
- Implemented SEO strategies that boosted organic traffic and keyword rankings.
- Created and managed content for WordPress blogs, improving website engagement and authority.
- Conducted competitor analysis and keyword research using tools like SEMrush & Ahrefs.
- Managed website security, performance, and Google PageSpeed Insights optimization.
- Designed and executed email marketing campaigns, improving lead generation.

PROJECTS

E-commerce Website (Summer Project) Designed and developed an e-commerce store, driving organic traffic and generating initial orders.

Syntax Sprint (Event Management Website) Developed a platform for managing college events, improving event registrations and user engagement. [Visit Website](#)

Portfolio Website Developed a personal portfolio website showcasing skills, experience, and projects.

CERTIFICATIONS & ACHIEVEMENTS

Completed [Mastering WordPress: Website Development](#).

Successfully completed [Use WordPress to create a Blog for your Business](#).

Completed [Increase SEO Traffic with WordPress](#).

ADDITIONAL CERTIFICATIONS

Successfully completed a [Hands-on Workshop on Python](#).

Achieved [1st Position in Tech Video Festival](#).

Earned [T-Volution 2024 Certificate](#).

Achieved [1st Position in Create Chatbot Challenge](#).

Secured [3rd Position in SyntaxSprint25 Hackathon](#).