DIKSHA SHARMA

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PROFESSIONAL SUMMARY

Creative WordPress Developer with **3.5+ years** of experience in building **responsive**, **SEO-optimized** websites. Skilled in **theme customization**, WooCommerce, and performance optimization to enhance user experience. Recently completed a **Post-Graduate Certificate** in Business and Information Systems Architecture from Fanshawe College (**Dean's Honour Roll**). Strong communication, teamwork, and time-management skills developed through client projects and part-time retail experience.

SKILLS

- **Web Development:** HTML5, CSS3, JavaScript, PHP, MySQL, WordPress, WooCommerce, Shopify (basic).

- **Design Tools:** Figma, Photopea, Adobe Photoshop, Avocode, Canva.

- **Performance & SEO:** Google Lighthouse, WP Rocket, Smush, Yoast SEO, Schema Markup, SEO Audits, Google Search Console, Google Analytics.

- **Page Builders & Themes:** Elementor, Divi, WPBakery, Beaver Builder, Visual Composer, GeneratePress, Blocksy.

- **Project & Communication Tools:** Jira, Trello, Asana, Slack, Microsoft Teams.

- **Soft Skills:** Client Communication, Time Management, Team Collaboration, Problem-Solving, Attention to Detail.

- **CMS & E-commerce:** Theme Customization & development, WooCommerce Setup & Customization, ACF, WPML.

- **Version Control &**
- **Deployment:** Git, GitHub, cPanel, FileZilla.

PROJECTS

1. WooCommerce-Based Equipment Rental System   *Website: buffethire.com.au*
- Built a date/time-based booking flow with pre-authorization holds for deposits using WooCommerce.
- Customized email templates to include pickup details & optimized user flow for rentals.
- Tools: WooCommerce, Elementor, Booking plugin, PHP, Stripe Gateway.

2. Behavior Nation - Custom Theme Redesign   *Website: behaviornation.com*
- Redesigned the full website using a custom theme built from scratch.
- Developed a fully custom blog listing and post layout using HTML, CSS, JavaScript, and jQuery.
- Focused on performance, accessibility, and clean responsive UI across all devices.

3. Lesscropped eCommerce Website Fixes   *Website: lesscropped.com.au*
- Enhanced overall user experience by fixing layout inconsistencies and optimizing mobile responsiveness.
- Customized WooCommerce, category pages, product variation displays, and implemented logic to refine color filtering based on product URLs.

PROFESSIONAL EXPERIENCE

WordPress Integrator | vSplash Techlabs Pvt. Ltd - Telangana, India   *05/2023 - 07/2023*
Tools: Beaver Builder, GeneratePress, WP Rocket, Smush, Google Tag Manager, Google Analytics.

- Improved website performance and user experience by applying optimization strategies using **WP Rocket, Smush**, and **Google Tag Manager,** achieving high **Lighthouse scores** and improved **Core Web Vitals**.
- Customized **WooCommerce** templates using hooks and filters; enhanced key pages such as cart, checkout, and product pages for better functionality and conversion.
- Built responsive and visually engaging front-end layouts using **Beaver Builder** and **GeneratePress**.

- Managed and maintained WordPress websites hosted on platforms like **cPanel**, **Bluehost**, **SiteGround**, and **GoDaddy**, ensuring speed, security, and uptime.
- Used **Google Analytics** to monitor traffic behavior and implemented improvements to boost engagement and conversion rates.

WordPress Developer | Stark Edge - Chandigarh, India   *11/2020 - 08/2022*

Tools: *Elementor, Divi, Visual Composer, Figma, Avocode, Lighthouse, Yoast SEO, cPanel, Google Search Console, Jira, Trello, Asana.*

- Customized WordPress **themes** and **templates** based on client design and functionality requirements.
- Built responsive, SEO-optimized websites using **Elementor**, **Divi**, and **Visual Composer**.
- Conducted website audits using **Google Lighthouse** and **Search Console**; implemented **technical SEO** fixes to improve site speed, crawlability, and rankings.
- Optimized on-page SEO using **Yoast SEO**, including meta tags, keyword placement, and schema markup.
- Converted Figma and Avocode designs into **pixel-perfect**, user-friendly web pages.
- Managed tasks and workflows using **Jira**, **Trello**, and **Asana** for efficient project coordination.
- Created dynamic pages in **HubSpot** by custom modules/fields for structured content in each section.
- Knowledge of digital marketing principles, including **SEO/SEM** and website maintenance using WordPress.

Web Designer | Nerdcode Technologies - Chandigarh, India   *05/2019 - 08/2020*

Tools: *HTML5, CSS3, WooCommerce, WPBakery, WPML, ACF, Yoast SEO, Contact Form 7, WPForms.*

- Transformed **PSD** and **HTML** designs into fully responsive, clean-coded WordPress websites.
- Developed **custom WordPress themes** from scratch, fully integrated with the WordPress CMS.
- Designed **WooCommerce** sites with optimized product layouts for better **UX**.
- Utilized essential WordPress plugins, including **WPML** for multilingual sites, **ACF** for dynamic content fields.
- Built and managed custom forms with **WPForms** and **Contact Form 7** based on client requirements.
- Designed visually appealing page layouts using **WPBakery**, ensuring consistency across devices.

ADDITIONAL WORK EXPERIENCE

Electronics Associate | Walmart Canada - London, ON   *10/2024 - Current*

- Worked closely with the sales team to address **customer inquiries**, providing in-depth technical knowledge on products' features and benefits.
- Increased **customer satisfaction**, providing timely **technical support** and resolving product issues.
- Maintained **up-to-date knowledge** of store sales, payment policies and security standards.

EDUCATION

Post-Graduate Certificate Program | Fanshawe College - London, ON   *01/2024 - 04/2025*
Business and Information Systems Architecture

- **Dean's Honour Roll** – Level 4 (GPA: 3.95)

Bachelor in Engineering (B.E.) | UIETH, Panjab University - Chandigarh, India   *06/2015 - 01/2018*
Computer Science

- GPA: 8.5/10

CERTIFICATIONS

- WordPress Essential Training | **LinkedIn Learning**   *05/2025*
- WordPress Building Child Themes | **LinkedIn Learning**   *05/2025*
- Increase SEO Traffic with WordPress | **Coursera**   *10/2024*
- Foundations of UX Design | **Google**   *04/2023*
- Meta Back-End Developer | **Coursera**   *04/2023*
- Version Control | **Coursera**   *04/2023*