

DIKSHA SHARMA

WORDPRESS DEVELOPER

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Portfolio: www.diksharmaweb.com

PROFESSIONAL SUMMARY

Creative WordPress Developer with **5+ years** of combined experience in **corporate IT & freelance roles**. Proven expertise in **designing/developing responsive, SEO-optimized websites** including **e-commerce, education, and non-profits**. Proficient in **customizing WooCommerce** and working on Elementor alongside other leading page builders. Dedicated to enhancing website speed and overall performance to drive business success.

SKILLS

- **Web Development:** HTML5, CSS3, JavaScript, PHP, MySQL, WordPress, WooCommerce.
- **CMS & E-commerce:** Theme Customization, WooCommerce Setup & Customization, ACF, WPML.
- **Page Builders & Themes:** Elementor, Divi, WPBakery, Beaver Builder, Visual Composer, Blocksy.
- **Performance & SEO:** Google Lighthouse, WP Rocket, Smush, Yoast SEO, Schema Markup, SEO Audits, Google Search Console, Google Analytics.
- **Design Tools:** Figma, Photopea, Adobe Photoshop, Avocode, Canva.
- **Hosting Platforms:** Bluehost, SiteGround, GoDaddy and WP Engine.
- **Project & Communication Tools:** Jira, Trello, Asana, Slack, Microsoft Teams.
- **Version Control & Deployment:** Git, GitHub, cPanel, FileZilla.
- **Soft Skills:** Communication, Time Management, Team Collaboration, Problem-Solving, Attention to Detail.

PROFESSIONAL EXPERIENCE

Freelance WordPress Developer | Fiverr Platform | Remote

February 2023 - Present

- Delivered and customized responsive, **SEO-optimized WordPress websites**, including **HTML-based** webpages and comprehensive **WooCommerce customizations**, for international clients, consistently achieving top ratings.
- Managed full project lifecycle, from initial client consultation and design to development, deployment, and ongoing support.
- Developed and integrated complex functionalities through custom code and advanced plugins like **WooCommerce payment gateways, booking systems**, and advanced filtering features.
- Provided expert troubleshooting and resolution for a wide range of WordPress, HTML, CSS, and JavaScript issues, ensuring site stability and functionality.

WordPress Integrator | vSplash Techlabs Pvt. Ltd | Telangana, India

May 2023 - July 2023

- Enhanced website performance and user experience, achieving **high Lighthouse scores and improved Core Web Vitals**.
- Customized WooCommerce templates and critical pages (cart, checkout, product) for superior functionality.
- Administered and maintained WordPress websites across diverse hosting platforms, ensuring optimal speed, security, and uptime.

WordPress Developer | Stark Edge | Chandigarh, India

November 2020 - August 2022

- Developed and customized WordPress themes, building responsive, SEO-optimized websites using Elementor, Divi, and Visual Composer.
- Conducted comprehensive website audits and implemented technical SEO fixes to boost site speed, crawlability, and search rankings.
- Translated Figma and Avocode designs into pixel-perfect, user-friendly web pages.

Web Designer | Nerdcode Technologies | Chandigarh, India

May 2019 - August 2020

- Transformed PSD and HTML designs into fully responsive, clean-coded WordPress websites.
- Developed custom WordPress themes from scratch, ensuring seamless integration with the WordPress CMS.
- Optimized WooCommerce sites for superior user experience through strategic design and the integration of essential plugins like WPML and ACF.

PROJECTS

1. Mother's Tongue – Website Redesign

Website: motherstongue.com.au

- Designed and developed a full custom WordPress website, mirroring pilipop.com for a modern, app-aligned landing experience.
- Created responsive homepage and key content pages using Elementor and custom CSS, incorporating brand visuals and soft animations.
- Ensured comprehensive responsiveness and accessibility across all devices.

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.

ADDITIONAL WORK EXPERIENCE

Electronics Associate | Walmart Canada | London, ON

October 2024 - Current

- Provided comprehensive customer support and technical assistance, significantly enhancing customer satisfaction.

EDUCATION

Post-Graduate Certificate Program | Fanshawe College | London, ON

Business and Information Systems Architecture (January 2024 - April 2025)

Bachelor in Engineering (B.E.) | UIETH, Panjab University | Chandigarh, India

Computer Science (June 2015 - January 2018)

CERTIFICATIONS

- WordPress Essential Training | **LinkedIn Learning** (May 2025)
- WordPress Building Child Themes | **LinkedIn Learning** (May 2025)
- Increase SEO Traffic with WordPress | **Coursera** (October 2024)
- Meta Back-End Developer | **Coursera** (April 2023)
- Version Control | **Coursera** (April 2023)