

MAYURI JADEJA

WordPress Developer

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📍 Ahmedabad, Gujarat

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Professional Summary

Dynamic WordPress Developer with over three years of experience in crafting responsive and engaging websites that enhance digital presence. Expertise in custom post types, WooCommerce solutions, and performance optimization ensures the delivery of high-quality web projects. Proficient in using tools like Elementor to design unique, high-converting landing pages while managing ongoing website maintenance and security. Committed to collaborating effectively within teams to drive innovative content creation and deliver remarkable user experiences..

Core Skills

- Custom WordPress Themes & Plugins
- Elementor / WPBakery
- WooCommerce Setup & Customization
- Frontend Development (HTML5, CSS3, JS)
- SEO & Speed Optimization
- Performance Optimization
- Figma to WordPress Conversion
- cPanel, FTP, LocalWP
- Website Security & Maintenance

Professional Experience

FOCUS DIGITAL

WordPress Developer

Feb 2023 – Present

- Delivered 30+ fully responsive websites using Elementor and custom coding.
- Customized WooCommerce flows for product display, filtering, and checkout.
- Led client meetings, prepared site maps, and executed revisions on time.
- Performed monthly updates and security patching across all live projects.

Viaansh Infotech LLP

WordPress Developer

Aug 2022 – Jan 2023

Delivered full-scale WordPress solutions through independent project management.

- Customized WooCommerce platforms and improved performance.
- Collaborated with teams on content and website security.
- Knowledge of WordPress and developed 25+ templates
- Working on and modifying them across various projects.

Solo Projects at FOCUS DIGITAL

- Gardening Services Website

Summary: Developed a full-featured WordPress website for a gardening services company, completed entirely as a solo project. Included service listings, contact forms, booking features, and a fully responsive design..

Role: Full-stack WordPress Developer – Handled custom theme design, frontend development, backend functionality, UI/UX design, and deployment.

- E-Learning Platform with LMS Integration

Summary: Completed an e-commerce website designed to sell short online courses. Integrated and customized an LMS plugin with features like course progress tracking, user dashboards, and lesson management.

Role: Full-stack WordPress Developer – Managed frontend design, backend development, payment integration, and LMS customization.

- Digital Marketing Agency

Summary: Developed a modern and professional website for a digital marketing agency offering web, UI/UX, and marketing services. The site highlights services and encourages client engagement.

Role: Full-stack WordPress Developer – Delivered responsive frontend, backend setup, and complete UI/UX implementation.

- WooCommerce-Based Plumbing Products Store

Summary: Redeveloped a WooCommerce store for plumbing products including valves, foot valves, plastic taps, and more. This solo project focused on redesigning the user interface, optimizing product listings, and enhancing the overall shopping experience using WooCommerce.

Role: Handled complete design and development – including WooCommerce setup, theme customization, product layout optimization, and responsive design implementation.

- **Multispecialty Hospital Website**

Summary: Developed a WordPress website for a multispecialty hospital offering services such as Robotic Joint Replacement, Spine Endoscopy, and Oncology. Implemented a structured mega menu and integrated MetForm for appointment and inquiry forms. The project ensured user-friendly navigation and full mobile responsiveness.

Role: Handled end-to-end design and development – including UI/UX design, form setup, department structuring, and responsive deployment.

- **Landing Page Development for Various Niches**

Summary: Designed and developed over 10 landing pages for industries including digital marketing, skincare, surgery, hair transplant, and education. Each page was tailored to match branding and maximize conversion with clean design and compelling CTAs.

Role: Managed the entire process – from concept to completion – covering layout design, responsive development, and results-driven content placement.

- **Bookkeeping Services Website**

Summary: Completed a WordPress website for a bookkeeping service provider. Used a professional theme and customized it to reflect brand identity, with dedicated service pages and a clean, structured layout.

Role: Sole developer – responsible for design adjustments, layout structuring, theme customization, and mobile optimization.

- **HTML & CSS Static Landing Pages**

Summary: Designed and developed 5+ static landing pages using HTML and CSS for different business niches. Focused on clean layout, responsive behavior, and fast-loading performance.

Role: Independently handled design and development – including layout creation, HTML structuring, CSS styling, and cross-device testing.

Education

- Bachelor of Vocation in IT (B.Voc IT) – Silver Oak University –(2022–2025)
- HSC – Srimati B.A. Kanya Vidhyalaya – 2021–2022
- SSC – Srimati B.A. Kanya Vidhyalaya – 2020–2021

Certifications

- WordPress for Beginners to Advanced – Udemy (2024)

Tools & Platforms

- WordPress, Elementor, WooCommerce, WPBakery
- cPanel, FTP, LocalWP
- Figma
- SMTP Email Setup

Languages

- English – Professional
- Hindi – Native
- Gujarati – Native

Extra Activities

- Freelance – WordPress Development
- Classical Dancer – Trained classical dancer and active performer in various cultural and stage events.
- Yoga – Recognized as a district-level yoga performer; participated in multiple inter-school and district-level yoga competitions and events