

Rajashree Parmar

WordPress Backend Developer | Content Writer

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SUMMARY

- Dedicated WordPress Developer with expertise in theme and plugin development, WooCommerce customization, and content writing. Passionate about building innovative, user-friendly websites that enhance business growth.

EXPERIENCE

Freelance WordPress Developer (Part-Time)

Digital Web Rank

09/2024 - 06/2025 | Rajkot (Remotely)

- Creating custom WordPress themes from scratch using ACF (Advanced Custom Fields).
- Designing and developing pages using Elementor for enhanced UI/UX.
- Implementing custom post types, taxonomies, and dynamic content fields.
- Troubleshooting and resolving WordPress-related issues.
- Collaborating remotely with clients and team members to meet project requirements.

WordPress Developer

Techvoot Solutions

06/2024 - 08/2024 | PrahlaNagar

- Developing custom WordPress themes from scratch using ACF (Advanced Custom Fields).
- Creating dynamic and flexible theme options for better customization.
- Integrating custom post types, taxonomies, and custom fields for enhanced functionality.
- Debugging and optimizing WordPress websites for performance and security.

WordPress Developer | Content Writer

Siddhi infosoft

06/2023 - 05/2024 | Sola

- WordPress Development:** Theme development, plugin customization, and troubleshooting.
- WooCommerce:** Customizing product pages, checkout flow, and adding dynamic sections.
- Elementor:** Designing and optimizing pages using Elementor.
- Content Writing & SEO:** Creating SEO-friendly content, blog posts, and product descriptions.

Wordpress Developer

AtoZ INFOWAY LLP

06/2022 - 05/2023 | PDP, Gandhinagar

- Learning and understanding the fundamentals of WordPress development, including themes and plugins.
- Performed **WooCommerce data entry**, including adding products, content, images, categories, and updating stock details.
- Assisting in the development and customization of WordPress websites under supervision.
- Converted a **static HTML template** into a fully functional **WordPress theme**.
- Exploring and implementing WordPress functionalities like custom post types, ACF (Advanced Custom Fields), and WooCommerce.
- Exploring WordPress plugins involves understanding their functionality, customization options, and how they enhance website performance and features.
- Gaining hands-on experience with page builders like Elementor and Gutenberg.

EDUCATION

S.S.C

Sanskar Tirth Ajol

2015 | Ajol

Diploma in Computer Engineering

Atul Polytechnic

07/2015 - 06/2018 | Khadat

Bachelor of Engineering in Computer Engineering

LDRP Institute of Technology and Research

07/2018 - 07/2021 | Gandhinagar

PROJECTS

Yachter theme

Technology Used: WordPress, ACF Plugin, Elementor, WooCommerce, PHP

Role & Responsibilities:

- Developed a custom WordPress theme named **Yachter** from scratch.
- Integrated **WooCommerce** for product management and customization.
- Implemented **custom fields** using the **ACF plugin** for better content management.
- Designed pages using **Elementor** for a user-friendly experience.
- Developed a custom **MVC-based plugin** to enhance theme functionality.
- Managed blog sections, sidebars, galleries, and product detail pages.
- Ensured the theme was **SEO-friendly and responsive**.
- Project Duration:** 3 Months
- Live Demo:** <https://yachter.wpthemeverse.com/>

Dishify - Restaurant

Technology Used: WordPress, MVC Plugin, Elementor, WooCommerce, PHP, HTML, CSS, JavaScript.

Role & Responsibilities:

- Integrated and activated a **custom MVC-based plugin** for enhanced functionality.
- Used a **pre-built theme** and customized it to fit the restaurant niche.
- Added and managed **content**, including menu items, images, and restaurant details.
- Configured **WooCommerce** for online ordering (if applicable).
- Ensured the theme was **responsive and SEO-friendly**.
- Project Duration:** 2 Months

LimoDrive - Car Rental and Limousine

Technology Used: WordPress, Elementor, WooCommerce, PHP

Role & Responsibilities:

- Created the **theme from scratch** using custom coding.
- Developed **custom fields** with the ACF plugin for car details and rental options.
- Designed and built a **fully responsive** and **SEO-friendly** theme.
- Integrated **WooCommerce** for rental bookings and payment processing.
- Customized the **single car rental page** for enhanced user experience.
- Built dynamic content sections using **Elementor**.
- Project Duration:** 4 Months

PROJECTS

Yogasan

Technology Used: WordPress, Elementor, ACF Plugin, WooCommerce

Role & Responsibilities:

- Used a **pre-built theme** and customized it for a yoga and wellness website.
- Added and managed **blog content, images, and other website details.**
- Configured **Elementor** for page design and layout customization.
- Ensured the website was **SEO-friendly and fully responsive.**
- **Project Duration:** 1 Months

LuxeStay - Hotel Booking

Technology Used: WordPress, ACF Plugin, Elementor, WooCommerce, PHP, HTML, CSS, JavaScript

Role & Responsibilities:

- **Developed a custom WordPress theme** from scratch for a hotel booking website.
- Implemented **custom fields using ACF** for room details, amenities, and pricing.
- Integrated **WooCommerce** for online booking and payment functionality.
- Designed and built a **fully responsive, SEO-friendly theme.**
- Created **dynamic pages** with Elementor for a better user experience.
- **Project Duration:** 5 Months

Genesis solar- Renewable Energy

Technology Used: WordPress, Elementor

Role & Responsibilities:

- Designed and developed the **entire theme using the Elementor plugin.**
- Created **custom sections and layouts** for solar energy services.
- Added and managed **content, images, and service details.**
- Ensured the theme was **fully responsive and SEO-friendly.**

BuildCraft

Technology Used: WordPress, Elementor, ACF Plugin, WooCommerce, PHP, HTML, CSS, JavaScript

Role & Responsibilities:

- Developed a **fully customizable WordPress theme** for construction companies, builders, and architects.
- Built the theme using **Elementor** for easy drag-and-drop customization.
- Integrated **WooCommerce** for service bookings or product sales.
- Implemented **ACF plugin** for adding custom fields like project details and testimonials.