

Param Parmar

🔧 WordPress Developer | 📈 SEO Consultant | 💡 Digital Marketing Strategist

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SUMMARY

I'm Param Parmar, a passionate and results-driven WordPress Developer and Digital Marketing Consultant specializing in SEO. With a strong background in custom theme development, plugin integration, and performance optimization, I help businesses build powerful, user-friendly websites that not only look great but also rank well on search engines. Over the years, I've worked with clients across various industries to deliver high-converting websites and data-backed SEO strategies that drive traffic, improve online visibility, and boost ROI. 🌱 What I do best: WordPress Theme & Plugin Development Custom Website Solutions On-Page & Technical SEO Keyword Research & Competitor Analysis SEO Audits & Strategy Development Google Analytics & Search Console Setup Performance Optimization Digital Marketing Campaigns (Organic + Paid) 📦 Whether you're a startup looking to build your online presence or an established business seeking to scale through digital strategies — I bring both the technical know-how and marketing mindset to support your growth. Let's connect and grow your digital footprint! 📧 Open to collaborations, freelance opportunities, or full-time roles.

KEY ACHIEVEMENTS

SEO Traffic Boost

Increased website traffic by 40% through strategic SEO enhancements and technical optimizations for clients.

Google Ads ROI Increase

Managed Google Ads campaigns with a 25% higher ROI using improved ad targeting and budget management.

WordPress Themes Success

Successfully developed 15 custom WordPress themes leading to 30% increased client satisfaction and retention.

Website Performance Enhancement

Optimized website load times by 50%, enhancing user experience and achieving better Core Web Vitals scores.

EXPERIENCE

Associate Software Engineer | WordPress

Moweb Technologies Pvt. Ltd.

Ahmedabad, India

06/2025 - Present

- Developed and customized WordPress themes and plugins for diverse client projects.
- Improved website speed, performance, and security, resulting in higher Core Web Vitals scores.
- Collaborated with cross-functional teams to deliver SEO-optimized websites that boosted client visibility.
- Implemented custom integrations with APIs, payment gateways, and CRM systems.
- Ensured responsive, user-friendly designs aligned with UX/UI best practices.

Search Engine Optimization Specialist

Adler Talent Solutions Pvt Ltd

Ahmedabad, India

03/2025 - 08/2025

- Designed and executed SEO strategies that improved organic rankings for competitive keywords.
- Conducted keyword research, competitor analysis, and SEO audits for recruitment industry clients.
- Implemented on-page & technical SEO fixes that boosted search visibility.
- Managed Google Ads & Meta Ads campaigns, optimizing ad spend for better ROI.
- Tracked performance with Google Analytics, Search Console & Tag Manager to refine strategies.

Associate Web Publisher

ZealousWeb

Ahmedabad, India

06/2024 - 06/2025

- Built and maintained WordPress websites for international clients.
- Assisted with site migrations, customizations, and bug fixes.
- Published and optimized web content with SEO-friendly formatting.
- Collaborated with design & SEO teams to improve site performance and user experience.
- Gained strong experience in website deployment and version control.

Search Engine Optimization Executive

ZealousWeb

Ahmedabad, India

10/2023 - 08/2024

- Learned and implemented SEO fundamentals including on-page, off-page, and technical SEO.
- Optimized WordPress websites for improved visibility.
- Conducted keyword research & backlink analysis.
- Assisted in preparing SEO reports and client strategy documents.
- Built a foundation in Google Search Console, Analytics & digital marketing tools.

EDUCATION

Diploma, Cyber Security & Networking

IAN T (Institute of Advance Network Technology)

01/2022 - 12/2024