



# GURPREET KAUR

## (WORDPRESS DEVELOPER)

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### Additional Information

Gurpreet Kaur, a resident of Punjab, India, with experience residing in the UAE with dependent visa. Married status.

### PROFESSIONAL PROFILE

#### Fresco Web Services Pvt Ltd.

Feb 2023 – Oct 2023

During my tenure at Fresco Web Services Pvt Ltd, I excelled as a Senior WordPress and Backend Developer, spearheading a range of projects from inception to success.

#### Key Achievements:

- Implemented robust speed optimization strategies for websites.
- Streamlined posts scraping from various platforms to WordPress websites using specialized plugins.
- Crafted dynamic media websites.
- Developed a variety of plugins, including:
  - Organization Chat: Revolutionized team communication by tailoring chat functionality to team member levels.
  - Database Download: Enabled secure database downloads without requiring credentials.
  - Yodah: Innovatively integrated 3rd-party product uploads and retrieval in WordPress frontends via custom APIs, employing a blend of WordPress hooks and Vue.js

#### Additionally, I've worked on:

- Vue.js
- HubSpot
- Shopify: Constructed themes from scratch using liquid files for seamless e-commerce experiences.

#### Apptunix Private Limited

2020 - 2023

At Apptunix Pvt Ltd, I served as a Senior WordPress and Backend Developer, contributing to diverse projects built from the ground up.

#### Key Achievements:

- Created themes and functionality from scratch to meet client specifications.
- Customized WooCommerce hooks for enhanced e-commerce solutions.
- Developed APIs to connect WooCommerce websites with iOS and Android platforms.
- Implemented Zoho CRM, S3 bucket and webP integrations.
- Engineered APIs in CodeIgniter for Android and iOS devices.
- Mastered onboarding procedures for API functionality.
- Transformed HTML into functional WordPress templates.
- Proficient in ACF and ACF Pro, utilizing hooks to modify plugin functionality.
- Executed scripts for PPC, GTM, Facebook, and LinkedIn ads.
- Integrated social media on websites.
- Crafted various festival-themed website ads.
- Mentored and trained interns.
- Conducted website speed optimization.

- Led sessions on various WordPress topics, including hook usage, custom code, and plugin implementation.

### **Anaya communications Pvt Ltd**

2019 - 2020

During my role as a Senior WordPress backend developer at Anaya Communications Pvt Ltd, I spearheaded diverse WordPress website development, proactively managed website maintenance, and played a pivotal role in building a high-performing development team.

#### **Key Achievements:**

- Proficiently utilized popular theme builders like Elementor, Avada, and Themify.
- Successfully transformed PSD designs into fully functional, custom WordPress templates.
- Led the recruitment process, implementing rigorous interview procedures to assemble a dynamic team.
- Skilfully engaged with clients through effective communication, gathering their requirements, and delivering tailored solutions.

### **Next Info Solutions Private Limited**

2017 - 2019

During my tenure as a WordPress developer at Next Info Solutions Pvt Ltd, my responsibilities included the development of WooCommerce websites, corporate websites, and on-going website maintenance.

#### **Key Achievements:**

- Successfully developed WooCommerce websites using various plugins.
- Proficiently worked on child and custom themes in WordPress.
- Extensive experience with various plugins, including WooCommerce, WooCommerce add-ons, backup plugins, adminer, and custom database queries in WordPress.
- Customized cart, checkout, product listing, and product detail pages within the WooCommerce framework.
- Utilized WordPress hooks for custom post types, terms, widgets, and short codes.
- Acquired valuable expertise in Magento 1.9 and contributed to website development using both free and paid themes in this CMS.

My time at Next Info Solutions allowed me to expand my skillset and work on a diverse range of projects, making me a versatile and capable developer.

### **PS Informatics**

Jan 2016–June 2016

Experienced PHP Web Developer and Trainer at PS Informatics, I excelled in:

#### **Key Achievements:**

- Developing and optimizing educational websites with a focus on user experience.
- Proficiently managing cPanels on Hostinger and GoDaddy.
- Delivering extensive PHP and computer science training.
- Offering valuable tutoring to students pursuing Diploma and Degree programs.

### **CodeCarp Technologies**

2014 - 2016

During my tenure as a junior PHP developer at CodeCarp Technologies, I excelled in PHP and WordPress development.

#### **Key Achievements:**

- Proficiently created and managed WordPress pages, posts, and user profiles.
- Skillfully implemented Custom Post Types through plugins and WordPress hooks.
- Demonstrated expertise in integrating Bootstrap and popular plugins such as Contact Form 7 and Gravity Forms for enhanced website functionality.

During my internship at CodeCarp Technologies, I honed my skills in core PHP, HTML, CSS, Photoshop, and JavaScript.

### **Key Achievements:**

- Creating two live website logos, one for a restaurant and
- Another for a corporate site, and contributing to HTML development for web pages.

## **Accomplishments**

- **2023:** Moved to UAE to live.
- **2012-15:** Master's degree in Communication at Roskilde University Bachelors of Technology (CSE) from Institution RBCENTW under University PTU.
- **2009-12:** Diploma in CSE from GES Polytechnic College.
- **1991:** November 2<sup>nd</sup>

## **Affiliations**

### **IT skills (professional level)**

CMS: WordPress (plugins and themes), Shopify, Magneto

### **Web Services**

- Domain and web hosting, DNS, login authentication
- Project Management: Trello, Basecamp, Skype
- Familiarity with: HTML, PHP/CSS, jQuery, Ajax

## **Language skills**

Speak & write fluently: English & Punjabi