

Lalit Singh

Senior WordPress Developer | 5+ Years Experience

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Professional Summary

Experienced WordPress Developer with over 5 years of expertise in designing, developing, and deploying high-performing websites. Specialized in custom theme development, PSD to WordPress/HTML conversion, MySQL database management, and website optimization. Strong experience in local-to-live deployment using XAMPP, ensuring secure, scalable, and SEO-friendly websites.

Core Skills

- WordPress Development (Custom Themes & Plugins)
- PHP (WordPress Core & Custom Functions)
- MySQL (Database Management & Optimization)
- HTML5, CSS3, Bootstrap
- JavaScript, jQuery
- PSD to WordPress & PSD to HTML Conversion
- Website Performance Optimization
- On-Page & Technical SEO
- Responsive & Mobile-First Design
- Website Security & Maintenance
- API Integrations (Payment Gateways & Tools)
- Local to Live Deployment (XAMPP)
- Git & GitHub, Postman

Professional Experience

Freelance Web Developer – CodeWebix (Feb 2022 - Present)

- Delivered 25+ fully functional websites across multiple industries including business, landing pages, eCommerce, travel, portfolio, and service-based platforms. Converted PSD designs into pixel-perfect, responsive WordPress websites.
- Built custom WordPress websites using clean, scalable, and reusable code aligned with client requirements.
- Developed conversion-focused landing pages optimized for speed, SEO, and lead generation.
- Created and customized WooCommerce stores, including product setup, payment gateway integration, and checkout optimization.

- Converted Figma/PSD designs into responsive HTML, CSS, Bootstrap, and WordPress themes with pixel-perfect accuracy.
- Optimized websites for performance, Core Web Vitals, and mobile responsiveness, achieving faster load times and improved UX.
- Implemented on-page SEO best practices, including structured data, meta optimization, and clean URL structures.
- Integrated third-party APIs, contact forms, CRM tools, and marketing automation solutions.
- Managed domain, hosting, SSL, and live deployments, ensuring secure and error-free launches.
- Provided ongoing maintenance, bug fixes, feature enhancements, and security updates.
- Worked directly with clients to gather requirements, provide technical consultation, and deliver projects on time.

Senior WordPress Developer – TRS Software Solutions, New Delhi (Sep 2021 – Present)

- Led end-to-end WordPress development including custom themes, plugins, and performance optimization.
- Converted PSD designs into pixel-perfect, responsive WordPress websites.
- Managed MySQL databases including optimization, backups, and secure data handling.
- Deployed websites from local (XAMPP) environments to live servers.
- Improved website speed by up to 35% using caching, image optimization, and clean coding practices.
- Integrated payment gateways, CRM tools, and third-party APIs.
- Implemented SEO best practices including schema markup and metadata optimization.
- Ensured website security, backups, and performance monitoring.
- Collaborated with designers, marketers, and stakeholders to deliver business-ready websites.
- Mentored junior developers and reviewed code quality.

WordPress Developer – UnblockDigital, Dwarka (Mar 2020 – Jul 2021)

- Developed and maintained WordPress websites for small and mid-sized businesses.
- Converted PSD files into responsive HTML and WordPress themes.
- Used XAMPP for local development and testing.
- Improved site speed, responsiveness, and browser compatibility.
- Fixed bugs, maintained plugins, and improved overall website stability.
- Collaborated with designers and content teams to deliver high-quality websites.

Education

- Bachelor of Computer Applications (BCA), Maharshi Dayanand University – 2019
- Senior Secondary (12th), CBSE – 2016
- Secondary (10th), CBSE – 2014

Certifications

- Front-End Development (HTML, CSS, JavaScript, Bootstrap, jQuery)

Languages

- English
- Hindi

Declaration

I hereby declare that the information provided above is true and correct to the best of my knowledge and belief.

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