



# POOJA PARIKH

## Web Developer

SCAN ME



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### Areas of Expertise

- Web Development
- WordPress & E-commerce Development
- Site Optimization & Performance
- Google Analytics
- Responsive Web Design
- Search Engine Optimization (SEO)
- Git & GitHub
- A/B Testing

### Work Experience

#### Web Developer

alphabroder LLC | Feb 2021 - Present

- Managed the development and maintenance of two high-revenue websites, ensuring optimal performance and user experience.
- Developed 40+ responsive landing pages using HTML5, CSS3, and JavaScript, enhancing user experience and site performance.
- Optimized page structures in accordance with SEO strategies, including the implementation of UTM codes to track campaign performance.
- Collaborated with marketing designers to translate 30+ unique designs into functional code.
- Resolved medium to high-complexity issues in JIRA, streamlining workflows and improving project tracking efficiency.

#### Freelance Web Developer

Various Clients | April 2020 - Present

- Designed and developed responsive and e-commerce websites, increasing client engagement by 35% and boosting online sales by 25% after relaunch.
- Managed hosting, DNS records, and SSL certificates, ensuring 99.9% uptime and enhancing website security and performance.
- Provided expert guidance and troubleshooting support to clients, resolving 95% of issues within 24 hours and enhancing overall client satisfaction by 30%.
- Integrated website with social media platforms (Instagram, Facebook, Twitter) and email marketing tools (Mailchimp, Constant Contact), enhancing cross-channel engagement by 40% and streamlining campaign management.

#### Website Developer

ULE Group LLC | May 2019 – March 2020

- Executed full-stack website launches with a focus on front-end features, browser manipulation, and cross-browser compatibility, ensuring seamless user experiences across all devices and platforms.
- Monitored uptime, hosting, and databases to ensure optimal site performance, achieving 99.9% uptime and improving load times by 20%.
- Communicated technical issues clearly and effectively to the team, facilitating faster problem resolution and improving cross-functional collaboration.

## Shopify Developer & Project Manager

Lot Stop LLC | Sep 2017 – May 2019

- Managed all phases of e-commerce site operations, including web design, development, testing, implementation, and maintenance, ensuring a smooth and efficient online presence.
- Implemented a mobile-first approach for existing websites, enhancing mobile user experience and increasing mobile traffic by 30%.
- Collaborated with designers to ensure efficiency and technical soundness of designs, resulting in a 20% reduction in development time and fewer post-launch issues.
- Conducted comprehensive testing to identify and resolve bugs and technical issues before and after deployment, ensuring a smooth and error-free launch.

## WordPress Developer

The Seamless Method LLC | June 2017 – Aug 2017

- Redesigned the company's website using responsive design and improving user experience across devices.
- Monitored website performance and resolved front-end issues, enhancing site functionality.
- Ensured cross-browser compatibility, achieving a consistent user experience across all major browsers.

## Font End Web Developer

Beauteque LLC | June 2016 – May 2017

- Served as the principal web developer, overseeing the planning, programming, and construction of the company's three main websites, resulting in a unified digital presence and streamlined site management.
- Set up and optimized Google Analytics to analyze e-commerce website performance, leading to a 25% improvement in tracking accuracy and data-driven decision-making.
- Designed responsive HTML emails and executed PPC campaigns on Google Ads.

## Intern Web Developer

Coreway Solution LLC | Jan 2014 – June 2014

- Transformed mock-ups into fully functional web pages using HTML, CSS, and JavaScript.
- Applied web design and development principles to create stable and reliable websites.
- Developed SEO-friendly websites that enhanced user experience, resulting in a 35% increase in organic search traffic and improved user engagement.

## Technical Skills

**Web Programming:** - HTML5, CSS3, JavaScript, PHP, MySQL

**Library & Framework:** - Bootstrap, SASS, jQuery

**CMS & E-commerce Platforms:** - WordPress, Shopify, BigCommerce, WooCommerce, Google sites, Magento, Cratejoy, Webflow, FDM4, Wix, Squarespace

**Version Control System:** - Git, GitHub

**Email Marketing Tools:** - Mailchimp, Constant Contact, Act-On, Klaviyo

## Education

**Master of Science: Computer Science**

New York Institute of Technology | Dec 2015

GPA: 3.93 / 4

**Bachelor of Engineering: Computer Science**

Gujarat Technological University | May 2013

GPA: 3.50 / 4