

Poonam Arya

WordPress Developer | WooCommerce Developer | Elementor Expert | Frontend Developer

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Portfolio: <https://poonamarya.com/>

LinkedIn: <https://www.linkedin.com/in/poonamaryawp/>

Professional Summary

WordPress Developer with 9+ years of hands-on experience in designing, developing, and maintaining WordPress websites for startups, agencies, and enterprise clients. Skilled in Custom WordPress Development, Elementor, WooCommerce, PHP, HTML, CSS, JavaScript, and MySQL. Experienced in building responsive, SEO-friendly, and high-performance websites, customizing themes and plugins, integrating third-party APIs, and optimizing website speed. Successfully delivered 100+ websites for clients across India, Canada, USA, Thailand, and Indonesia. A collaborative team player with strong problem-solving skills and a passion for creating clean, user-friendly digital experiences.

Technical Skills

CMS & E-commerce

- WordPress
- WooCommerce
- Elementor Pro
- WPBakery

Frontend

- HTML5
- CSS3
- Bootstrap
- JavaScript
- jQuery

Backend

- PHP
- MySQL

Design & Tools

- Figma
- Adobe Photoshop
- Illustrator
- InDesign
- CorelDRAW

WordPress Expertise

- Custom Theme Development
- Theme & Plugin Customization
- WooCommerce Store Development
- Figma to WordPress Conversion
- Website Migration
- Website Maintenance
- Website Speed Optimization
- Performance Optimization
- Mobile Responsive Design
- Cross-Browser Compatibility
- SEO-Friendly Development
- Bug Fixing

Key Achievements

- Successfully delivered 100+ WordPress websites across various industries.
- Developed and maintained corporate websites, business portals, and WooCommerce stores.
- Worked with clients from India, Canada, USA, Thailand, and Indonesia.
- Specialized in Custom WordPress Theme Development and Figma-to-WordPress conversion.
- Improved website performance through speed optimization, responsive design, and SEO best practices.
- Collaborated with designers, marketing teams, and clients to deliver projects on time while maintaining high quality standards.

Professional Experience

Terra Motors India Pvt. Ltd. | Senior Executive – Web Designer & Developer | Feb 2024 – Present

- Develop and maintain corporate WordPress websites and landing pages.
- Build responsive web pages using Elementor and custom HTML/CSS.
- Optimize website performance, Core Web Vitals, and SEO.
- Implement new features and resolve technical issues.
- Collaborate with marketing and design teams for website enhancements.

vSplash Techlabs Pvt. Ltd. | WordPress Integrator III | Jul 2023 – Jan 2024

- Converted design mockups into responsive WordPress websites.
- Customized themes and plugins based on client requirements.
- Ensured cross-browser compatibility and mobile responsiveness.
- Fixed bugs and improved website performance.

Teknokraft Canada | WordPress Developer | May 2021 – Jun 2023

- Developed custom WordPress websites for international clients.
- Built WooCommerce stores with payment gateway integration.
- Customized themes, plugins, and website functionality.
- Delivered SEO-friendly, responsive, and high-performance websites.

Identh Consolidated | WordPress Developer | Dec 2019 – Apr 2021

- Designed and developed business websites using WordPress.
- Maintained client websites and implemented new features.
- Improved website loading speed and overall user experience.

Monnet Digital | Graphics & Web Designer / WordPress Developer | May 2018 – Oct 2019

- Designed website layouts and marketing creatives.
- Developed responsive WordPress websites.
- Worked on WooCommerce, landing pages, and website maintenance.

Association of Science & Society, Kolkata | Graphics & Web Designer / WordPress Developer | Aug 2014 – Dec 2017

- Designed and maintained the organization's website.
- Developed promotional materials and digital assets.
- Managed website updates, content publishing, and performance improvements.

Projects

- <https://poonamarya.com/>
- <https://ev.terra-charge.co.in/>
- <https://ev.terra-charge.co.th/>
- <https://l5.terramotors.in/>
- <https://thehinduheritagefoundation.org/>
- <https://hmbgroup.co.in/>
- <https://sdinfo.in/>
- <https://www.woollandon.com/>
- <https://www.lb-cleaning.com/>
- <https://www.bayviewlaundromatmke.com/>
- <https://www.steadfastplumbingandrooter.com/>
- <https://sheraindia.com/> (Figma to WordPress)
- Terra Charge – Corporate Website | WordPress | Elementor | Performance Optimization
- Shera India – Corporate Website | WordPress | Elementor
- The Hindu Heritage Foundation – NGO Website | WordPress | Donation Integration
- Digi Cart Studio – WooCommerce Store | WordPress | Payment Integration
- Wool London – WooCommerce E-commerce Website