

# ARUN RAJ A

## SENIOR WEB DEVELOPER | WORDPRESS | SHOPIFY | SEO

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### WORK EXPERIENCE

**Web Developer,** **May 2021 - June 2025**

**Zenith Motors- Dubai**

- Built a responsive e-com store with SEO-optimized content to boost visibility and user engagement.
- Integrated Tabby and Ziina payment solutions for seamless checkout, aligning site features with company goals.

**Senior Web Developer,** **Apr 2021 - Apr 2025**

**7Box Digital Solutions - Kochi**

- Developed custom WordPress themes and plugins tailored to client requirements, improving website functionality and engagement.
- Built and maintained over 70+ websites for diverse industries, including eCommerce and corporate sites.
- Optimized site speed and performance, reducing load times by 40% using caching and asset minification.
- Integrated third-party APIs and payment gateways, enhancing user experience and business operations.
- Led a team of junior developers, providing mentorship, code reviews, and best practice guidance.

**Junior Web Developer,** **Mar 2020 - Feb 2021**

**Igenius - Coimbatore**

- Developed custom WooCommerce solutions, increasing online store efficiency and conversions.
- Collaborated with designers and marketers to implement SEO-friendly and visually appealing layouts.
- Managed site migrations, backups, and server configurations to ensure seamless website performance.

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### PROJECTS & PORTFOLIO

Available at  
[www.arunraj.info](http://www.arunraj.info)

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### EDUCATION

**Master of Computer Application** **2021 - 2023**

- Alagappa University Karaikkudi

**Bachelor of Computer Application** **2017 - 2020**

- AJK College Of Arts & Science -Coimbatore
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### PERSONAL DETAIL

**Date of Birth** 02/02/1996 **Nationality** Indian

### SUMMARY

Results-driven Web Developer with 5 years of experience designing, developing, and optimizing high-performing websites. Skilled in custom theme development, plugin customization and website optimization to enhance user experience and SEO rankings. Passionate about delivering responsive, secure, and scalable solutions for diverse clients.

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### TECHNICAL SKILLS

- **Languages & Technologies:** PHP, HTML5, CSS3, JavaScript, MySQL, Shopify, Wordpress
  - **WordPress Development:** Custom themes, plugin Customization, WooCommerce, ACF, Elementor, Gutenberg
  - **Performance & Security:** Website optimization, caching, security best practices, Cloudflare, SSL
  - **SEO & Analytics:** On-page SEO, schema markup, Google Analytics, Google Search Console
  - **Other Tools:** cPanel, WHM
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### SOFT SKILLS

- Problem-solving & debugging
  - Communication
  - Time management
  - Attention to detail
  - Team Work
  - Open to Feedback
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### LANGUAGE

ENGLISH, HINDI, MALAYALAM, TAMIL