

# Anjali Gupta

**Full Stack Web Developer | SEO & Digital Analytics Professional**

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India (Open to Remote Opportunities)

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## PROFILE SUMMARY

Web Development Specialist with SEO & Analytics Expertise with 6+ years of experience creating high-performing websites and e-commerce platforms for global clients. Proficient in WordPress, Shopify, PHP, HTML, CSS, JavaScript, and jQuery, with additional skills in optimizing site performance, implementing SEO best practices, and setting up Google Search Console, Google Analytics, and Google Tag Manager for performance tracking. Skilled at managing client relationships, translating business requirements into technical solutions, and delivering projects that improve user experience, visibility, and business results.

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## Core Skills

**Web Development:** WordPress, Shopify, PHP, HTML, CSS, JavaScript, jQuery, AJAX, Twig, WooCommerce, WPML, Squarespace, Wix

**Performance Optimization:** Website speed optimization, responsive design, cross-browser compatibility

**SEO & Analytics:** Google Search Console, Google Analytics, Google Tag Manager setup, on-page SEO best practices

**Project Management & Client Handling:** Requirement gathering, project scoping, client communication, remote collaboration

**Other Tools:** AWS, domain hosting, REST APIs, ERP integration basics

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## Professional Experience

**Third Essentials, Indore — Software Engineer**

*Oct 2019 – Present*

- Developed and maintained WordPress websites, custom themes, and plugins for international clients.

- Built e-commerce platforms on Shopify and WooCommerce, integrating payment gateways and shipping solutions.
- Optimized website performance and implemented SEO recommendations, resulting in faster load times and improved search visibility.
- Set up Google Search Console, Google Analytics, and Google Tag Manager to enable tracking and reporting.
- Collaborated directly with clients across time zones, gathering requirements and providing technical consultation.

### **Chetaru Weblinks Pvt. Ltd., Indore — Web Developer**

*May 2018 – Sep 2019*

- Customized WordPress themes and developed websites for global clients, ensuring brand consistency and performance.
  - Built WooCommerce stores with product management, checkout customization, and responsive design.
  - Provided ongoing website maintenance, troubleshooting, and security updates.
  - Supported ERP-based application development for domestic clients.
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## **Education & Certifications**

**Master of Computer Application (MCA)** — Gyanganga College of Technology & Science, 2016

**Bachelor of Computer Application (BCA)** — Mata Gujri College, 2014

### **Certifications & Training:**

- C, C++, DBMS, Data Structure (College Training)
- Android Workshop — Ramasoft Software Solutions, Indore