



SONALI

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Summary

Seasoned Web Developer with extensive experience in creating and optimizing websites for enhanced user engagement and functionality. Skilled in leading teams to deliver projects that exceed expectations while mentoring peers in technical best practices. Expert in leveraging data analysis and SEO strategies to drive website visibility and user satisfaction.

Skills

- Web Development
- Team Leadership
- Project Management
- Data Analysis
- Technical Training
- User Research
- Performance Optimization
- Search Engine Optimization
- Adobe Creative Suite
- Responsive Website Design
- Figma
- CMS platforms
- Content optimization
- User Experience
- Google Analytics

Experience

Chandigarh University | Punjab, India
Website Designer & Sr. Technical Trainer
08/2023 - Current

- Enhanced website speed and user access by implementing optimization techniques.
- Created custom WordPress themes for client websites.
- Teamed up with designers to make websites look great and work well.
- Optimized web pages for better search engine rankings.
- Assisted in training users in operating content management systems.
- Watched website visitor numbers and made changes to improve results.
- Used smart SEO strategies to make websites easier to find online.

Computer All Time Training For You |
Zirakpur, India
Sr. Website Designer
08/2021 - 07/2023

- Optimized web pages for better search engine rankings.
- Implemented security measures such as SSL certificates to protect confidential information on the website.
- Provided technical support to clients regarding their website's performance and maintenance issues.
- Analyzed user feedback to make improvements in the overall design of the website.
- Developed and implemented SEO strategies to improve website visibility in search engine results.
- Analyzed web analytics data to identify opportunities for improvement and optimization of website content.

Shepherd International Pvt. Ltd |
Chandigarh, India
Sr. Website Designer
02/2020 - 07/2021

- Optimized websites for maximum speed and scalability.
- Produced promotional displays, packaging and marketing collateral for retail environments.
- Managed the development of monthly reports on digital marketing

performance metrics.

- Established digital marketing programs to drive customer acquisition and sales growth.
- Optimized website performance through SEO techniques including keyword research.
- Implemented best practices for SEO optimization across all webpages.
- Developed web page templates based on user interface designs.
- Analyzed user feedback to make improvements in the overall design of the website.

Nature 9 | Mohali, India
Website Designer & Trainer
08/2018 - 03/2020

- Assisted in training users in operating content management systems.
- Maintained existing websites by troubleshooting coding errors and updating content.
- Optimized websites for maximum speed and scalability.

Webliquid | Chandigarh, India
Website Developer
05/2018 - 01/2020

- Developed website architecture and user interface design.
- Analyzed website requirements from a business perspective to create effective solutions.
- Configured hosting environments for website deployment.
- Conducted usability tests on websites for optimal performance and user experience.

Mentorus Shiksha Pvt. Ltd. | Kapurthala, India
Website Designer & SEO Executive
08/2015 - 05/2018

- Designed and developed corporate website using HTML, CSS, JavaScript and JQuery.
- Conducted usability tests to identify problems in navigation or layout of the website.
- Optimized web pages for better search engine rankings.
- Researched and implemented new technologies to enhance website functionality.

Education and Training

Rayat & Bahra Institute of Engineering | Mohali, Punjab
Bachelor of Technology in Computer Science
08/2014

Amity University | Noida, India
MBA in Digital Marketing

Certifications

- Award of Achievement for Java Programming Language, Java SE
- Microsoft DreamSpark Yatra
- Certificate of Participation in NEN E-Week
- Google Web Designer
- Google My Business Certification

Languages

Hindi: First Language

English:  C1

Advanced (C1)

Websites, Portfolios, Profiles

- <https://www.linkedin.com/in/sonali-kapoor-938624190/>

References

References available upon request.