

KHUSHI

WordPress Developer | UI/UX Designer | SEO Specialist

Jalandhar, Punjab, India

+91 7767457874

PROFESSIONAL SUMMARY

Experienced WordPress Developer and Digital Marketing Executive with 2.5+ years of experience in website development, UI/UX design, SEO, and project management. Skilled at leading cross-functional teams, handling client communication, and delivering responsive, SEO-friendly websites. Worked across industries like healthcare, real estate, education, travel, immigration, and exports.

TECHNICAL SKILLS

- **Web Technologies:** HTML5, CSS3, JavaScript, PHP, jQuery, Bootstrap
- **CMS & Platforms:** WordPress (Elementor, WPBakery, Divi), WooCommerce, Webflow, Squarespace
- **Design & Prototyping:** Figma, Adobe XD, CorelDRAW
- **SEO & Analytics:** Yoast SEO, RankMath, Google Analytics, Google Search Console, GMB (Google My Business)
- **Version Control:** Git, GitHub
- **Hosting & Deployment:** cPanel, FTP, DNS Management, Domain Setup
- **Other Tools:** ChatGPT Prompt Engineering, Lottie Files, Canva, Trello, Asana

PROFESSIONAL EXPERIENCE

Digital Marketing Executive – Capitol Hospital, Jalandhar

Nov 2024 – Present

- Managing website SEO, Google My Business, and social media campaigns.
- Running Facebook Ads and optimizing hospital listings for better reach.
- Developing creative campaigns for patient engagement and awareness.

Project Manager – Globency Media

Feb 2024 – Present

- Leading cross-functional teams for projects involving websites, branding, and SEO.
- Managing timelines, task allocation, and client communication.
- Spearheaded key event promotions for IKPE and ISGE through social media and paid ads.

Recruitment & Placement Specialist – Offcampus Career

Aug 2023 – Feb 2024

- Planned and executed hiring strategy for developers, designers, and testers.
- Supported resource onboarding for collaborative product development.
- Worked alongside Shammi Innovations for staffing and team formation.

Scrum Master – Shammi Innovations & Technologies

Aug 2023 – Feb 2024

- Managed agile execution for two major projects:
 - **Employee Management System**
 - **Truck Tracking System**
- Coordinated work for a team of 12 members including developers, UI/UX designers, and testers.
- Conducted sprint meetings, reviews, and ensured delivery timelines were met.

WordPress Developer – Globency Media

Jan 2022 – Aug 2023

- Developed 30+ custom websites using Elementor, WPBakery, and Divi.
- Delivered UI/UX designs, on-page SEO, and cross-device responsive builds.
- Roles varied project-to-project including website development, SEO execution, and UI design.

PROJECTS

- **Capitol Hospital** – SEO optimization, local GMB management, and social media.
- **Globency Media** – Main agency website + 20+ client projects across industries.
- **Mexmon Global Developers** – Real estate website with listings and project maps.
- **Alberta Tree Farms** – Eco-driven tree planting site for Canadian client.
- **The Visa Engineers** – Country-wise visa guidance portal with inquiry forms.
- **AG Exports** – Sportswear manufacturer site with product filtering.
- **India Sports Goods Expo (ISGE)** – Event website with exhibitor and attendee segments.
- **Infant & Kids Products Expo (IKPE)** – Interactive event portal with paid ad integration.

EDUCATION

Master of Computer Applications (MCA)

Specialization: Artificial Intelligence & Machine Learning (Lovely Professional University)

2024 – Present

Bachelor of Computer Applications (BCA)

Specialization: Artificial Intelligence & Data Science (GNDU – Kanya Maha Vidyalaya)

2021 – 2024

Post Matriculation

Non-Medical (Physics, Chemistry, Maths) – St. Soldiers Group of Institutions – NIT Jalandhar

2019– 2021

Matriculation

CBSE – SKVN Jalandhar

2019