

MANSI SHINDE

WEB DEVELOPER

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SUMMARY

Motivated and creative WordPress Developer with over 2 years of experience, including 1 year and 4 months as a Jr. Web Developer at Adenhanseo. Skilled in building and customizing responsive WordPress websites, with hands-on experience in SEO strategies including keyword research, on-page, and off-page optimization. Adept in using industry tools such as SEMrush, Google Analytics, Keyword Planner, and Screaming Frog to improve website visibility and performance.

TECHNICAL SKILLS

Web Development:

- WordPress CMS, Elementor, WPBakery
- HTML5, CSS3, Basic JavaScript
- Theme Customization & Plugin Integration
- Responsive Design & Cross-Browser Compatibility

SEO Skills & Tools:

- Keyword Research: Google Suggest, Google Keyword Planner, SEMrush, Keyword Explorer
- On-Page SEO: Canonical Tag, Robots.txt, Alt Tags, Anchor Tags, Robots Tag, HTML/XML Sitemap, Meta Tags
- Off-Page SEO: Link Building, Bookmarking Submissions, Directory Submissions, Classified Submissions
- SEO Tools:
 - Google Search Console
 - Google Analytics
 - Keyword Planner Tool
 - SEMrush
 - SEOquake
 - SEO Meta One Click
 - Screaming Frog

PROFESSIONAL EXPERIENCE

Jr. Web Developer (WordPress Developer) Adenhanseo, Mumbai

Feb 2023 – Present

- Developed and managed WordPress websites with SEO-friendly structure and responsive design.
- Conducted keyword research using Google Keyword Planner, SEMrush, and Keyword Explorer to optimize content.
- Applied on-page SEO techniques including proper meta tags, canonical tags, alt text, and header structuring.
- Managed and updated XML and HTML sitemaps, Robots.txt files.
- Performed basic off-page SEO including guest blogging, classified submissions, and link-building efforts.
- Used Google Analytics and Google Search Console to monitor traffic, keyword performance, and indexing issues.
- Assisted in improving website load speed, structure, and mobile optimization.

Jr. Web Developer
SySpree Digital, Mumbai

Oct 2022 – Jan 2023

- Customized WordPress themes and worked on front-end fixes.
- Collaborated with SEO and content teams for on-page SEO implementation.
- Improved UI design and added interactive features using Elementor and HTML/CSS.

WordPress Developer Intern
WebInsight Mumbai

Jun 2022 – Sep 2022

- Assisted in the creation and maintenance of WordPress sites.
- Learned theme setup, plugin installation, and basic SEO integrations.
- Updated image alt texts, anchor tags, and meta descriptions under guidance.

Freelance Web Designer
MR Tech Solutions

May 2022 – Jun 2022

- Designed a custom responsive WordPress website for a client.
- Handled UI/UX design, plugin setup, and basic SEO configurations.

EDUCATION

- Bachelor of Commerce (BCOM)
[Mumbai University], [Mumbai] — [Year - 2019]

CERTIFICATION

- WordPress Developer
- GenAI - LLMs & Hugging Face (Cuvette Certificate) workshop by **Crio.do**

WEBSITE LINKS

<https://mywellcare.in/>

<https://drsujitshinde.com/>

<https://estevam.in/>

<https://triotechrugged.com/>

<https://www.mumbaichairs.com/>

<http://officechairsmanufacturer.in/>