PAWAN KSHETRI

WordPress Developer @CapitalStreetFX | No-Code Enthusiast | Software Developer | Data Analyst

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PROFESSIONAL SUMMARY

Results-driven WordPress and Shopify Developer experienced in building scalable, high-performance, and SEO-optimized web platforms. Adept at translating business requirements into efficient digital solutions using automation, analytics, and design strategies to drive growth and engagement.

SKILLS

- **Web Development:** WordPress, Shopify, HTML, CSS, JavaScript, TypeScript, No-Code Tools
- **Programming & Data:** Python, SQL, Power BI, Microsoft Excel
- **Cloud & AI:** AWS, Microsoft Azure (AI & Data Fundamentals)
- **Marketing & Optimization:** SEO, ASO, Digital Analytics, Content Optimization

EXPERIENCE

WordPress Developer — Capital Street FX Mauritius (Remote) | Aug 2025 – Present
- Engineered responsive WordPress themes for finance-based projects, improving site engagement by 25%.
- Enhanced website load time by 40% through optimization of code and performance strategies.

WordPress & Shopify Developer — White Key Pro Commercio Faridabad, Haryana | Jun 2025 – Aug 2025
- Built and customized e-commerce websites using Shopify and WordPress, increasing conversion rate by 18%.
- Implemented SEO and analytics tools, boosting organic traffic visibility by 30%.

Co-Founder — Dev To Dsa Dehradun, Uttarakhand | Jan 2025 – May 2025
- Established an edtech startup providing coding mentorship and learning platforms to 500+ students.
- Directed strategy, content creation, and outreach, growing the user base by 45% within 4 months.

WordPress & Shopify Developer — 4AMTECH Mumbai, Maharashtra (Remote) | Aug 2023 – May 2025
- Developed and maintained WordPress and Shopify platforms for small businesses, improving user retention by 20%.
- Streamlined workflows through automation and integrated analytics dashboards for performance tracking.

PROJECTS

PayoutClick.io — Task Earning Platform TypeScript | WordPress
- Created a scalable task-based earning platform with backend automation, reducing manual processing by 60%.
- Integrated user dashboard and payout tracking system improving reliability and data accuracy.

PayoutQuiz — WordPress Plugin Custom Plugin
- Developed an interactive quiz-based plugin to enhance user engagement by 35%.
- Implemented backend functionality allowing administrators to manage quizzes and rewards efficiently.

4AMTECH.in WordPress | SEO Optimization
- Rebuilt the company website improving SEO score by 40% and boosting lead conversion rate.
- Improved mobile responsiveness and integrated traffic analytics for user behavior tracking.

WKPC.in Shopify | Optimization
- Redesigned and optimized business website, reducing bounce rate by 25%.
- Enhanced customer experience with a streamlined checkout process and product catalog updates.

EDUCATION

Graphic Era Deemed to be University — MCA, Computer Application | Dehradun, Uttarakhand Aug 2025 – Jun 2027

Dev Bhoomi Uttarakhand University — BCA, Data Science | Dehradun, Uttarakhand Aug 2022 – May 2025

CERTIFICATIONS

AWS Certified Cloud Practitioner — Amazon Web Services Jan 2025 – Jan 2028

Validated knowledge of AWS cloud infrastructure, security, and scalability principles.

Accenture North America - Data Analytics and Visualization Job Simulation — Forage Jun 2024

Completed simulated projects on data analysis, business visualization, and insights interpretation.

Microsoft Certified: Azure Data Fundamentals — Microsoft Jun 2024

Demonstrated understanding of core data concepts and Azure cloud data services.

Cybersecurity Awareness: Social Engineering — LinkedIn Learning Apr 2024

Learned essential strategies to identify and prevent social engineering threats.

Introduction to Microsoft Excel — Coursera Jan 2024

Acquired foundational Excel skills in formulas, data analysis, and pivot table operations.

Business Analytics with Excel — Simplilearn Jan 2024

Enhanced data analytics skills through applied business reporting using Excel dashboards.

Microsoft Certified: Azure AI Fundamentals — Microsoft Sep 2023

Built knowledge of AI principles, machine learning models, and responsible AI practices.