

VAISHNAVI R. RATHOD

WordPress Developer (SEO-Focused)

WordPress Designer and Team Lead with 4.5+ years of experience delivering responsive, SEO-optimized websites across diverse industries. Proven track record of leading teams and successfully delivering 130+ client websites, primarily for the US market. Highly skilled in Elementor, Divi, WPBakery, Webflow, and front-end technologies including HTML and CSS. Strong expertise in performance optimization, on-page SEO, and lead-tracking integrations using tools like Gravity Forms, Zapier, WP Rocket, and NitroPack. Known for blending clean design with technical precision, mentoring teams, and collaborating cross-functionally to build high-impact digital experiences that drive engagement and business growth.

WORK EXPERIENCE

WEB DEVELOPER | THE OCEAN MARKETING

July 2021 - Dec 2025

ROLE & RESPONSIBILITIES

- Building a website from **scratch** begins with strategic competitor research, followed by crafting unique, **conversion-focused layouts** and **SEO-driven webpages** that align with **client goals** while delivering a modern, **user-centric experience**.
- Design and develop responsive, visually clean websites and landing pages using **Elementor** and other page builders, ensuring smooth UX flow and mobile-first optimization.
- Customize sections, widgets, layouts, and styling to maintain brand consistency and high usability standards.
- Work across multiple website frameworks and CMS platforms including **WordPress**, **Elementor**, **WP Bakery**, **Gutenberg**, **Divi Builder**, **Webflow**, **Shopify**, and **Squarespace**.
- Apply **SEO best practices** during website development to improve visibility, indexing, and overall performance.
- Structure website pages, navigation, and content hierarchy to support user experience and conversion goals.
- Handle multiple client projects simultaneously while maintaining quality and **meeting deadlines**.
- Collaborate** with designers, SEO specialists, and marketing teams to deliver integrated digital solutions.
- Track and report project progress, timelines, and deliverables to management using **Teamwork Project Management** and **ClickUp**.
- Fix bugs, troubleshoot plugin/theme conflicts, and ensure website stability post-launch.

TECHNICAL SKILLS

- Strong proficiency in WordPress CMS, including setup, configuration, and admin management.
- Ability to customize and troubleshoot plugins, including minor feature modifications.
- Basic to intermediate knowledge of PHP for theme and plugin adjustments.
- Basic understanding of JavaScript/jQuery for front-end interactions and fixes.
- Experience with WordPress migrations (hosting changes, staging to live, database migration & backups).
- Familiarity with cPanel, hosting environments, file manager, and server-level basics.
- Ability to troubleshoot common WordPress errors, plugin conflicts, and theme issues.
- Handle regular website updates, enhancements, and maintenance tasks.
- Ensure site performance by optimizing load time using tools like Seraphinite Accelerator, WP Rocket, and NitroPack, and ongoing maintenance.
- Before launch, we conduct thorough website testing and secure data backups, ensuring all tracking scripts, SEO elements, and form conversions are correctly implemented.

SKILLS & EXPERIENCE

► CMS & TOOLS EXPERIENCE

- WordPress (Elementor, Divi, Gutenberg, WP Bakery)
- WooCommerce
- Webflow, Squarespace, Shopify (SEO-focused page creation and research-based implementation)

► HOSTING & INFRASTRUCTURE

- Domain purchasing and hosting setup
- DNS and email configuration
- Website migration, backups, and restore processes

► PERFORMANCE EXPERTISE

- Strong understanding of UI/UX structure, layouts, and visual hierarchy.
- Responsive and mobile-first design approach.
- Website security, performance optimization, and page speed improvements.
- Ability to manage projects independently with minimal supervision.
- Positive attitude toward learning and continuous improvement.

► SEO ACTIVITIES & IMPLEMENTATION

- Implemented complete on-page SEO strategies on live websites during internship and professional projects.

- **Worked on:**

- On-page SEO fundamentals and best practices
- Basic off-page SEO understanding
- URL structure optimization
- Fixing website audit issues and Google Search Console crawl errors
- CTA implementation for lead generation
- Improving webpage layouts to support SEO and conversions

- Form conversion tracking using **Zapier**, connecting forms to Google Sheets and CRM workflows.

- **Technical SEO setup:**

- RankMath (Free & Pro) configuration
- Schema Markup (Article, Review, LocalBusiness, Organization, Breadcrumb & Website)
- Clean permalink structure (/post-name/)
- Optimizing - HTML & XML Sitemap, Robots.txt, GA & GSC Setup

- **Search Visibility & Indexing**

- Connected and configured Google Analytics (GA4) and Google Search Console.
- Submitted XML sitemaps and ensured proper indexing.
- Identified and resolved crawl issues, noindex tags, and visibility blockers.

► LEADERSHIP & COMMUNICATION

- Successfully managed 130+ US client websites from concept to launch and delivery.
- Trained and mentored junior designers to maintain consistent quality and timely execution.
- Led project communication using SEO dashboards, managing revisions, feedback, and approvals efficiently.

EDUCATION

B.Sc. in Information Technology
University of Mumbai | 2016 – 2019

Higher Secondary Certificate (HSC) –
Science Maharashtra State Board |
2014 - 2015

Secondary School Certificate (SSC)
Maharashtra State Board | 2012 - 2013

PERSONAL SKILLS

- Creative ideas
- Problem-solving mindset
- Clear communication
- Quick learner
- Good visual sense
- Time management
- Ability to prioritize tasks
- Research & Results-focused
- Patience and consistency

LANGUAGE

- English
- Hindi
- Marathi
- Gujarati

HOBBIES

- Listening To Music
- Exploring Creative Design Tools
- Learning About Latest Digital Trends

WORK EXPERIENCE

PIXELA | WEB DESIGNER & DIGITAL MARKETING INTERN

► Role & Responsibilities

(Jan 2021 – July 2021)

- Website Design as per SEO Requirement - HTML CSS, WordPress.
- Competitor Analysis.
- Link Building Strategy and Submission Fix SEO Glitches to improve SERP on Google.
- Improve Website Security for better SERP.
- Optimized Website and Reduce load time.
- Supervising executives' day to day routine activities that include task completion, analyzing the report, creating the next day strategy etc.
- Provide Training to new joiners and to assign task per marketing strategy.
- Creating Landing Pages (LP)
- Backlink Building via Directory Submission and Social Submission, Search Engine Submission Etc.
- On-page & Off-page Activities

KEY SKILLS

- WordPress Design & Development
- Team Leadership & Mentorship
- Client Communication & Project Management
- SEO-Optimized Web Design
- Elementor, Divi, WPBakery, Webflow, Squarespace...
- Zapier, Google Sheets Integration
- Gravity Forms, Elementor Forms, etc
- HTML, CSS, JavaScript
- Website Speed Optimization
- Website Maintenance & Security
- Freelancing Work