

PALLAVI H. NAUKARKAR

Website Frontend Developer | WordPress Developer

Nagpur, India | +91 7517883275 | pallavinaukarkar456@gmail.com

LinkedIn: www.linkedin.com/in/pallavi-naukarkar-085813177

SUMMARY

Website Frontend Developer with **4.9 years of experience** in WordPress and WooCommerce development, theme/plugin customization, MySQL, performance optimization, SEO, and documentation maintenance. Successfully optimized 10+ client websites, improving **Core Web Vitals scores by 30-40%** and enhancing user experience. Skilled in delivering responsive, high-performing, and user-friendly websites.

EDUCATION

M.Tech in Computer Science (AI & ML) – NIT Sikkim (Pursuing)

B.E. in Computer Science & Engineering – RTMNU University, Nagpur | 2019

HSC – Shivaji Science Warora | 2015

SSC – Lokmanya Kanya Vidyalyaya, Warora | 2013

EXPERIENCE

OSC Professionals Pvt. Ltd., Nagpur

Website Frontend Developer | 2021 – Present - Designed and customized website pages, themes, plugins, and WooCommerce stores for 10+ clients. - Developed pages and sections using pre-built templates for home, services, and CMS pages (e.g., Contact Us). - Implemented client-specific functionality while maintaining **high quality and performance standards**. - Executed technical SEO and optimized website speed, improving performance metrics by up to 40%. - Resolved implementation issues and maintained **comprehensive project documentation**. - Ensured compliance with **Core Web Vitals benchmarks** and website optimization standards.

PROJECTS

- **Shopify:** Vitaliving, Wilderdog – Frontend customization and optimization
 - **WordPress:** Whitelogistic, Innovative, Troxtech, OSC Professionals, Electrician, Serenity Family Dental – Theme, plugin, and WooCommerce customization
 - **Laravel:** Urecruit – Frontend development and UI optimization
-

SKILLS

- WordPress (Themes, Plugins & WooCommerce Customization, Page Builders)
- HTML, CSS, JavaScript, Bootstrap
- PHP, OOP, MySQL
- Git, GitHub
- Website Optimization, Core Web Vitals, Technical SEO
- Documentation, Web content management, Banner creation
- Client communication, task & team coordination