

# ADITYA JOSHI

## Frontend & WordPress Web Developer



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<https://github.com/adityajoshi-sorce>



<https://workvista.netlify.app/>

### ABOUT ME

Frontend & WordPress Developer with 4.5+ years of experience building responsive, high-performance, and SEO-optimized websites. Strong expertise in HTML5, CSS3, JavaScript (ES6+), WordPress, ACF, React.js, SQL, and modern UI frameworks. Proven ability to improve Core Web Vitals, page speed, and organic traffic, and to develop SaaS-based landing pages and calculators. Experienced in client communication, requirement analysis, and agile delivery.

### TECHNICAL SKILLS

- **Frontend:** HTML5, CSS3, JavaScript (ES6+), React.js, Tailwind CSS, Bootstrap.
- **WordPress Development::** WordPress Customization, ACF (Advanced Custom Fields), Elementor, WooCommerce, Custom Themes, Custom Post Types, Hooks & Filters.
- **Database & Querying:** MySQL, SQL
- **SEO & Performance:** Core Web Vitals (LCP, CLS, INP), Lazy Loading, Image Optimization, Caching, Schema Markup, Technical SEO, Programmatic SEO
- **Tools & Platforms:** Git, GitHub, Google Analytics, Postman, cPanel, REST APIs

### KEY PROJECTS

#### AI CONNECT (MERN STACK)

- Developed a full-stack web application using React.js, Node.js, Express.js, and MongoDB.
- Built a form-based application with backend validation and MongoDB persistence.

### EDUCATION

B.Sc. in Computer Science  
Dharampeth Science College,  
Nagpur

### PROFESSIONAL EXPERIENCE

#### SENIOR WEB DEVELOPER

Jun 2025 – Jan 2026

*Whiz Softwares & Business Solutions*

- **Developed and customized a WordPress-based event management platform**, enabling end-to-end creation, editing, and management of **SEO-optimized event landing pages**, with improved **UI/UX, responsive design, and CMS scalability**.
- Implemented secure, automated registration workflows with backend integration and optimized Core Web Vitals, page speed, and technical SEO.

#### SENIOR WEB DEVELOPER

Feb 2024 – Apr 2025

*ZenTrades, Pune*

- Developed and optimized **SEO-focused SaaS landing pages and blogs** using **React.js and WordPress**, resulting in a **45% increase in organic traffic**.
- Improved **Core Web Vitals scores** by implementing **lazy loading, caching strategies, and image optimization**.
- Reduced overall **site load time by 40%** through modular CSS, asset compression, and code optimization
- Collaborated with product and marketing teams to launch 15+ responsive, analytics-integrated websites in an agile environment

#### WEB DEVELOPER

Aug 2022 – Jul 2023

*Martechs Pvt. Ltd., Pune*

- Designed and delivered **10+ custom WordPress websites** using **Elementor, Bootstrap, and PHP-based customizations**.
- Implemented **on-page SEO, mobile responsiveness, and performance optimizations** for client websites.
- Conducted **requirement analysis, client demos, and post-launch support** for multiple B2B clients.

#### WORDPRESS WEB DEVELOPER

Jun 2020 – Jun 2022

*Whiz Softwares & Business Solutions*

- Built **responsive landing pages** using HTML, CSS, jQuery, and Bootstrap with optimized UI/UX.
- Improved **Google search rankings and website performance** through SEO audits, caching, and schema markup.
- Managed website deployment, hosting, and maintenance using **cPanel and server tools**.