HUNARDEEP SINGH

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SUMMARY

Experienced freelance WordPress web developer with 5+ years of hands-on expertise in designing, developing, and deploying custom WordPress websites across diverse industries. Proven track record of delivering 15+ active commercial websites with strong focus on performance optimization, SEO implementation, and user experience.

WORK EXPERIENCE

Socially Fit (Fitness based Startup), Founder — Oct 2023 - Jan 2025

- Tailed multiple product growth initiatives to grow traffic by 20%.
- Gained 100+ users in the first month and took feedback based on their experiences.
- Conducted Live sessions which increased the average time-spent on platform by 50%.
- Led product initiatives that improved the revenue growth by 20%.

FREELANCER (Web development)

- Socially.fit
- Hunar.fun
- Talkingtables.com.au
- padahwali.in
- Imagineschool.in
- nrichimmigration.com
- brandmasterz.in
- lecakestudio.com
- occupationalconnect.in
- euthenticdigitalservice.com
- ayurism.in
- bmasterz.in
- drsatishthapar.in
- saraswatinursing.in
- thelocaldukan.in
- unitedscope.in
- mjsublimation.in
- vaishnaviadvertiser.com

EDUCATION

MBA In International business and Human resource — Sept 2020- May 2022

- Amity University Noida
- 77% aggregate marks.

Bachelor in Arts — June 2016 - June 2019

- Punjabi University Patiala
- 70% aggregate marks.

10 +2 — Mar 2015 - Apr 2016

- Punjab School Education Board
- 79% aggregate marks.

LANGUAGES

ENGLISH

PUNJABI

HINDI

SPANISH

CERTIFICATION

- Product management.
- Web development(Wordpress).
- Excel for Beginners
- Certified fitness and Aerobics trainer.

FREELANCER (Web development)

- talkingtables.com.au
- lecakestudio.com
- brandmasterz.in
- socially.fit

TOOLS AND SKILLS

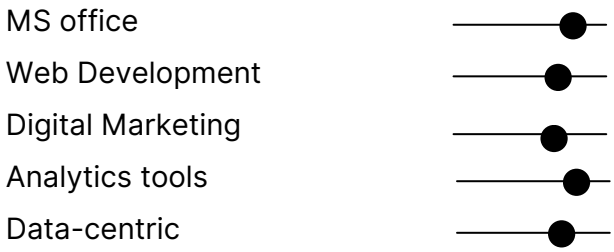
WordPress Ecosystem

- WordPress Core, Gutenberg, Elementor, Divi
- ACF (Advanced Custom Fields), Toolset
- WooCommerce, Easy Digital Downloads
- Yoast SEO, RankMath, All in One SEO

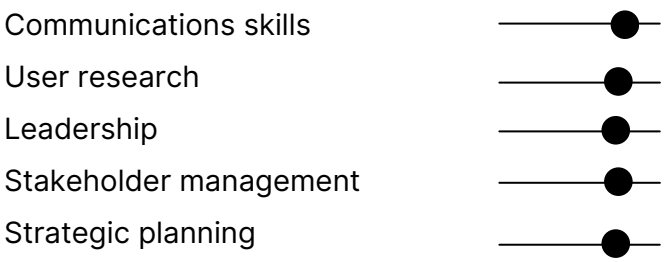
E-Commerce & Integrations

- WooCommerce, Shopify fundamentals
- Payment processors (Razorpay, Stripe, PayPal)
- Shipstation, inventory management
- CRM systems integration

HARD SKILLS



SOFT SKILLS



WHY HIRE ME

✓ 5+ Years Proven Experience – Extensive hands-on WordPress development across diverse industries
✓ Live Portfolio – 15+ active, revenue-generating websites demonstrating real-world results
✓ Full-Stack Capabilities – From design and development to deployment and ongoing optimization
✓ SEO Expertise – Proven ability to improve search rankings and organic traffic
✓ E-Commerce Proficiency – Extensive WooCommerce and Shopify experience
✓ Client-Focused – Strong communication skills and commitment to project success
✓ Growth Mindset – Continuous learning with latest WordPress trends and technologies
✓ Reliability – 99.8% website uptime with proactive maintenance and support

- Available for: Full-time positions, contract work, retainer-based projects, or consultation
- Location: India (Open to remote work worldwide)
- Timezone: IST (UTC +5:30)