

# Hetul Darji

Frontend WordPress Developer

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## SUMMARY

Frontend WordPress Developer with 5+ years of experience specializing in Figma-to-Elementor builds, performance optimization, and technical SEO. I work from a structured 14-phase process covering the full project lifecycle, from domain and hosting setup through development, SEO, performance, QA, and client handover. Every site I deliver is custom-built with a clean stack and only the plugins that are actually needed. 25+ sites delivered. 95+ Core Web Vitals scores consistently.

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## EXPERIENCE

### Frontend WordPress Developer

Jul 2025 - Mar 2026

Tryangle Tech | Full-time | Naroda, Ahmedabad, India

- Managed and maintained 30 live WordPress sites across the company's hosting infrastructure.
- Built 9 new client sites solo, handling full setup, customization, content population, and launch.
- Led recovery from a server-wide malware and SEO spam injection affecting 180+ pages across all hosted sites. Handled full restore from backups, page-by-page cleanup, database debloating, and security hardening.
- Responsible for ongoing site updates, hosting management including public\_html backups, and direct client support.

### Frontend WordPress Developer

Dec 2019 - Jun 2025

Freelance / Self-employed | Remote | Modasa, Gujarat, India

- Delivered 20+ WordPress sites as a build partner for a client-facing freelancer, handling all technical execution including setup, development, customization, and launch.
  - Clients included UK and US businesses across brochure sites, portfolios, and landing pages.
  - Progressed from theme-based builds to fully custom Elementor implementations with no premade templates.
  - Self-directed learning throughout this period: deepened WordPress/Elementor expertise, picked up performance optimization and technical SEO practices.
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## SKILLS

Core Stack: WordPress, Elementor Pro, Advanced Custom Fields (ACF), Hello Theme, FlyingPress, RankMath SEO, Fluent Forms, WPCode, Wordfence, Custom CSS/JS

Capabilities: Figma-to-Elementor Builds, Performance Optimization (95+ CWV), On-page and Technical SEO, Responsive Web Design, HTML, CSS, JavaScript, Full Project Delivery (Domain to Handover)

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## LEARNING & SIDE PROJECTS

Self-taught React development through building real-use tools: Reddit client with recursive comment trees and live polling, YouTube frontend using Data API v3 with custom player controls, YouTube watch-later app used daily, and multiple interactive games. All projects built from official documentation, not copied tutorials. Future direction: React, Next.js, Headless WordPress, UX Engineering.

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## LANGUAGES

English (Professional) | Hindi (Native) | Gujarati (Native)

## AVAILABILITY

Immediately available | Full-time or Contract | Ahmedabad / Gandhinagar / GIFT City / Remote