Krishanu Chakraborty

Full-Stack Web Developer | CMS Specialist | SEO & Analytics Expert

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WORK EXPERIENCE

Wordpress Developer
Panalink Infotech Limited

04/2023 - Present   *Remote*
Fulltime
Responsibilities

- **Full-stack WordPress development**, including **custom theme** and **plugin creation**, maintenance, and troubleshooting.
- Advanced **SEO implementation**, performance optimization, and technical enhancements for **search rankings**.
- Improved load speed by **60–80%** through performance tuning, image optimization, and code refactoring.
- Designed app and web UI in **Figma** and built responsive **WordPress websites** for seamless user experience.
- Set up and managed **GTM** containers and implemented **GA4** custom events: form submissions, scroll depth, video plays, and CTA clicks.

Product Delivery Tech Executive
Coach Foundation

12/2022 - 03/2023   *Remote*
Fulltime
Responsibilities

- Delivered **automation solutions** and website enhancements for marketing campaigns.
- Worked with **cross-functional teams** to meet client technical deliverables.
- Supported **QA**, **UX fixes**, and **backend integrations** during the product lifecycle.

WordPress Developer & SEO
Kewl Motors

02/2021 - 08/2021   *Remote*
Internship
Responsibilities

- Develop and manage **website back-end**, including **database** and **server integration**.
- Optimize **website performance**, **improving speed** and **efficiency by 50-60%.**
- Conduct ongoing **keyword research** and achieve top rankings on Google search results.
- Achieved top rankings for **key keywords** on **Google search results.**

Web Developer & Content Writer
Irvine Infocom Pvt Ltd

07/2018 - 09/2019   *Kolkata, India*
Fulltime
Responsibilities

- Designed and developed **full-stack web applications** using front-end and **back-end technologies**.
- Built responsive, user-friendly interfaces while ensuring optimal performance and **SEO compliance.**
- Produced engaging, error-free content with exceptional writing, editing, and **proofreading** skills.

SKILLS

WordPress Development   Wix
Full-Stack Web Development   Shopify
Analytics Reporting   E-commerce Solutions
GTM   GA4   Figma   A/B Testing
UI & UX Design   Web Analytics
Social Media Strategy   Digital Marketing
Web Security   Content Management
API Integration   Technical SEO
Email Templates

KEY PROJECTS

Kewl Motors
- Developed and designed a fully **responsive WordPress website** for an automotive brand, integrating custom themes, **SEO optimization**, and performance enhancements.
- [Live Link.](#)

LA Skinnix
- Built a custom **WordPress e-commerce site** with optimized SEO, **performance**, and **secure payments.**
- [Live Link.](#)

EBC Siliguri
- Built a **WordPress website** for a civil engineering firm, optimizing performance, SEO, and better user experience.
- [Live Link.](#)

EDUCATION

Bachelor of Technology
Jalpaiguri Government Engineering College

2019 - 2022
Percentage: 83.6%
Major
- Computer Science and Engineering

Diploma
Asansol Institute of Engineering And Management- Polytechnic

2015 - 2018
Percentage: 76%
Major
- Computer Science and Technology