

# PARAM CHOUDHARY

WordPress Developer | Full Stack | WooCommerce & Custom Integrations

✉ paramc81@gmail.com

☎ +91 7021111503

📍 Mumbai, Maharashtra

🌐 [linkedin.com/in/thenameisparam](https://www.linkedin.com/in/thenameisparam)

## ABOUT ME

WordPress Developer & E-Commerce Specialist with 4+ years of experience. Expert in WooCommerce, custom integrations, API connectivity, and high-converting landing pages. Passionate about clean code and impactful digital experiences.

## CONTACT

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## SKILLS

WordPress	96%
E-commerce Solutions	91%
Security Protocols	92%
HTML / CSS	78%
UI/UX Design	75%
SEO Optimization	69%
Adobe Photoshop	55%
Video Editing	51%
PSD to WordPress	80%
Python (Basic)	45%

## LANGUAGES

- English
- Hindi
- Gujarati
- Marathi

## PROFILE

A results-driven WordPress Developer with 4+ years of expertise in E-commerce development and custom WooCommerce solutions. Proven track record of delivering 15+ high-performance E-commerce websites with complex third-party integrations, international payment gateways (UPS, USPS), and Shopify-to-WooCommerce migrations. Experienced in AI-powered tools for WordPress — including chatbot integrations and AI-driven content & marketing automation — to boost conversions and streamline operations. Skilled in Elementor Pro, ACF, WordPress hooks & filters, and API integrations, with a growing focus on leveraging AI to build smarter, higher-converting digital experiences.

## EXPERIENCE

### WordPress Developer — Full Stack

Apprication Pvt Ltd | May 2024 – Present | US-based IT Firm

- Developed and launched 15+ high-performance E-commerce WordPress websites.
- Managed complex third-party integrations: Zoho, Zapier, Iris CRM, Calendly, QuickBooks.
- Conducted Shopify → WooCommerce migrations with minimal downtime.
- Integrated international payment gateways (UPS, USPS) optimizing purchase flows.
- Utilized Elementor Pro & ACF for dynamic, client-driven website delivery.
- Applied WordPress hooks & filters for advanced customization and flexibility.

### WordPress Developer

Fintoo | Aug 2022 – Apr 2024 | Fintech Company, Mumbai

- Designed and developed 30+ high-converting landing pages for performance marketing campaigns.
- Collaborated with digital marketing team to create UIs that boosted engagement & CTR.
- Integrated APIs to streamline processes and enhance website functionality.

### Freelance WordPress Developer

Self-Employed | Jul 2021 – Apr 2024 | (Paused Apr 2024 to focus on learning)

- Delivered end-to-end WordPress projects: design, content, development & deployment.
- Built customized E-commerce and SEO-optimized websites for diverse clients.
- Demonstrated proficiency in Elementor Pro & ACF for responsive, visually rich websites.

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## EDUCATION

### MCA — Master of Computer Applications

Thakur Institute of Management Studies (TIMSCDR) | University of Mumbai | Aug 2020 – Nov 2022

### BCA — Bachelor of Computer Applications

Mk Valiya College of Commerce, YCMOU | 2016 – 2019

## CERTIFICATIONS

Python (Basic) — HackerRank Jun 2022

Fundamentals of Digital Marketing — Google

Android Development for Newbies — Udemy

Create AI Voice Assistant (JARVIS) with Python — Udemy