

Swapna Kheni

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Career Summary

Self-motivated polyglot Software Developer with over 3 years of experience in both design and development of websites and mobile applications, seeking a position that allows me to use my in-depth knowledge and skills to benefit the customer service goals of the organisation and continue personal development and growth as a Software Developer.

Skills

- Proficient with various Markup languages (HTML, XML) as well as development languages (PHP, JavaScript, Node.js, Java, .NET, C/C++) including their respective frameworks and toolchains (jQuery, React, Angular)
- Versed in stylesheet languages (CSS3, Bootstrap) and responsive designs
- Efficient in utilization of various data storage systems such as MySQL, MSSQL, and Firebase
- Pro in working with WordPress, its various frameworks (Genesis, Thesis), installing and customizing themes from various publishers (StudioPress, Evanto, MyThemeShop, BeThemes, ThriveThemes), and integrating plugins (WooCommerce, Easy Digital Downloads, Restrict Content Pro, and many more)
- Capable of setting up forums using forum software vBulletin
- Proven knowledge of SEO techniques using top industry recommended tools (SEMrush, Ahrefs, Moz, Yoast, KWfinder), including copywriting
- Competent in utilizing Google Webmaster Tools, Analytics, AdSense, and Adwords
- Experienced in working with page speed optimization tools (Google PageSpeed Insight, Google Lighthouse, GTmetrix, YSlow, Pingdom)
- Participated in various agile projects using various methodologies (Scrum, Kanban), using tools such as Workplace, Jira, and Asana
- Proficient with Adobe toolset (Photoshop, Illustrator), and CorelDraw
- Proficient in mobile application development using tools (Android Studio, Xcode) and their respective languages (Android, Swift), including mobile store application submission process (Google Play Console, Apple Appstore)
- Adept at managing data from REST, and SOAP APIs
- Able to manage source code through various VCS methodologies including Gitflow (Git), and branching techniques
- Displayed abilities in handling multi-disciplinary jobs with equal efficiency
- Mentored junior developers as well as assisted in onboarding new hires

Work Experience

- **Webmaster and App Developer at Marine Insight** **06/14 - 11/17**
 - **PHP, WordPress, HMTL, CSS3, and JS:** Did overall design and development of main Marine Insight website and all its sub-domains including an eBooks Store to cater audience requirements like
 - Making lightweight, responsive web pages
 - Customizing and tweaking the theme, and plugins' functionalities
 - Developing a digital products **e-commerce website** using Easy Digital Downloads plugin and also **setting up payment gateways** (PayPal and 2Checkout)
 - Installing and customizing **a forums website** using vBulletin on SiteGround
 - Developing **a membership website** for video courses using Restrict Content Pro
 - Updating, maintaining, optimizing, and backing up websites and databases regularly
 - **SEO (Desktop and Mobile):** Improved SEO using both on-page and off-site techniques
 - Helped grow the traffic by 150% in span of 6 months
 - Implemented AMP for better **mobile SEO**
 - **Google Tools:** Handled Google Analytics, AdSense, and Webmaster Tools
 - Regular tracking of Google Analytics to keep a check on audience interests
 - Google AdSense optimization saw a growth of 180% in the span of 2 months
 - **Social Media Marketing:** Managed Social Media accounts, mainly Facebook and witnessed the audience grow from 50k to 800k in the span of 3 years
 - **Photoshop and CorelDraw:** Made banners for promotional sales, and eBook covers
 - **Android and iOS Apps:** Developed and Deployed Blog Reader Android and iOS App
- **Designer, Developer, and Writer at TechMuzz** **06/10 - Present**
 - **WordPress, PHP, HMTL 5, and CSS3:** Developed, designed, and managed content for the website "TechMuzz.com" and six other websites for local clients
 - **PHP, HTML5, JavaScript, and CSS3:** Integrated the knowledge of PHP, JavaScript, HTML5 and CSS3 to develop a few web applications enlisted [here](#).
 - **Android and iOS Apps:** Designed and developed two apps for clients in different sector

Education

- **Bachelor of Computer Science & Engineering** **2010 - 2014**
Gujarat Technological University, India
 - **GPA:** 8.10/10
 - **Courses:** Advanced Java programming, Web technologies, Database development, Network methodologies, Project Management, Data Structures and Algorithms