

PRANJALI SACHAN

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EXPERIENCE

Web Developer, Uniqeli LLC, June 2025 – Present

- Led full-cycle WordPress development for clients, including custom theme work, ACF-based content architecture, plugin customizations, responsive implementation, launch support, and ongoing maintenance.
- Developed scalable Next.js blog and article templates with headless CMS-ready content models, reusable layouts, category/tag structures, and dynamic page patterns to support flexible publishing workflows.
- Improved technical SEO, site structure, indexing, and Core Web Vitals using Page Speed Insights, GTmetrix, caching, image optimization, and performance best practices to enhance site speed and stability.
- Integrated third-party tools such as Airtable, HubSpot, Gravity Forms, analytics platforms, and marketing systems to support dynamic content, lead capture, and scalable campaign workflows.
- Used insights from Ahrefs, Microsoft Clarity, Rank Math, and Screaming Frog to identify keywords, backlinks, broken links, interlinking, content structure and UX improvement opportunities, contributing 80%+ increase in organic traffic.
- Managed website migrations from legacy WordPress/static sites to Next.js, including domain setup, DNS configuration, SSL checks, URL structure, redirects, SEO metadata, and performance optimization.

Software Developer, Rumzer LLC, Nov 2024 – Aug 2025

- Migrated a static 11ty-based web application to Angular, rebuilding the frontend with Angular routing, TypeScript, RxJS observables, services, dependency injection, reactive forms, Tailwind CSS, and Angular Material.
- Built SEO-friendly resource pages in Next.js using App Router, SSR, dynamic routes, reusable page templates, optimized metadata, structured content, and image optimization.
- Converted Figma mockups into responsive WordPress pages and reusable UI sections, applying custom styling, accessibility best practices, and cross-browser compatibility.
- Integrated third-party tools and REST API endpoints using async data handling, form validation, loading states, structured error handling, and user-friendly feedback states.
- Supported frontend deployment workflows using AWS/hosting environments, including build validation, environment configuration, asset optimization, and production QA.

IT Consultant, Apisero Inc. (kipi.ai), April 2021 – July 2022

- Customized WordPress and Shopify solutions, including theme development using Liquid and Elementor, UI enhancements, plugin/app integrations, and content workflows to support product and marketing functionality.
- Integrated REST and GraphQL APIs for dynamic content, product rendering, and seamless data flow across connected systems.

UI Developer, Digital Expert, Jan 2019 – March 2021

- Designed and developed responsive websites using WordPress, HTML, CSS, JavaScript, and PHP for clients.
- Improved accessibility by refining layouts, optimizing user flows, and applying WCAG-friendly design standards.
- Developed responsive templates, custom styling, JavaScript-driven interactions, and reusable frontend components.

SKILLS

Next.js, React.js, HTML, CSS, PHP, Python, JavaScript, TypeScript, Tailwind, Material UI, jQuery, AJAX, WordPress, ACF, Gutenberg, Elementor, Divi, Headless CMS, Custom themes, Plugin customization, WCAG, Google Cloud, Google Search Console, Tag Manager, Analytics, Ahrefs, Page Speed, Screaming Frog, Microsoft Clarity, Rank Math, Yoast, GTmetrix, Shopify (Liquid), Webflow, MySQL, MariaDB, PostgreSQL, Docker, AWS, Netlify, Vercel, Supabase, Auth0, Figma, Airtable, Stripe, Git, Agentic Coding Tools (GitHub Copilot, Claude Code, Codex, Lovable, Antigravity), OpenAI API Platform.

EDUCATION & CERTIFICATIONS

Master of Science in Information Technology, Franklin University, Columbus, OH

Meta Front-End Developer Certificate, EC-Council – Ethical Hacking Essential Certificate