

RESHMA VRIDHIN

WEB DEVELOPER & SEO SPECIALIST

Dubai | tjreshma75@gmail.com | [Website](#) | [Linkedin](#) | 0547249468

Web Developer & Technical SEO Specialist with 6+ years of experience delivering high-performance WordPress and eCommerce websites. Skilled in technical SEO, Core Web Vitals optimization, CRM automation, and server management. Currently managing 40+ client websites, ensuring performance, security, troubleshooting, and seamless multi-platform integrations to maintain stable and scalable web operations.

AREA OF EXPERTISE

- WordPress Development & Customization
- Shopify, Wix & Webflow Management
- E-commerce Development
- Website Security
- HTML, CSS, JavaScript
- PHP & MySQL
- DNS & Server Management
- On-Page & Technical SEO
- Google Analytics & Search Console
- GoHighLevel CRM & Automation
- Google Ads & Meta Ads
- AI Tools & Workflow Automation
- Canva & UI/UX Support

PROFESSIONAL EXPERIENCE

Web Developer - Meshroad Marketing Agency, Canada 2024- Present

- Develop AI-integrated websites using automation tools, chatbots, and personalized content features
- Manage and maintain 40+ client websites, handling updates, troubleshooting, performance optimization, and security
- Implement complete SEO strategies including on-page, technical SEO, schema, sitemap, and indexing improvements
- Build and customize GoHighLevel CRM systems with automated workflows, pipelines, and marketing funnels
- Create UI/UX-focused website designs and marketing creatives using Canva
- Perform server migrations, hosting configuration, DNS setup, backups, and security implementations

WordPress Developer & SEO Specialist - Dedote Digital Marketing Agency, Dubai 2023-2024

- Developed multilingual websites, ecommerce platforms, and corporate business websites under tight deadlines
- Converted Figma designs into responsive, SEO-optimized WordPress pages
- Managed and customized websites across WordPress, Shopify, Wix, and Webflow platforms
- Implemented on-page SEO, meta optimization, schema, and technical improvements

Web Developer & Regional Website Lead - Carelabs Electrical Company – Dubai 2021-2023

- Led the launch of 50+ regional websites with country-specific design and localized content
- Implemented on-page SEO including meta tags, headings, URL structure, schema, and keyword optimization
- Ensured technical SEO standards such as sitemap setup, indexing, and performance optimization
- Built and trained a content team for SEO-focused content preparation and CMS management
- Managed multi-country launch planning and task tracking using ClickUp

Software Developer - OneClick FX, India

2020-2021

- Developed and customized MT4 trading robots using MQL4
- Tested and optimized automated trading strategies
- Provided platform support and troubleshooting

Software Developer - ICCONUT Solutions, India

2015-2017

- Developed web applications using PHP, Java, JSP, and MySQL
- Built school management and electricity billing software systems
- Worked with Eclipse IDE and handled database integration
- Performed debugging, testing, and deployment support
- Trained students in PHP, Java, and MySQL with hands-on project guidance

EDUCATION

Master of Computer Science

First Class

Bachelor of Technology

First Class with Honours | University Rank Holder

ADDITIONAL INFORMATION

- **Languages:** English, Hindi, Malayalam
- **Certifications:**
 - Complete Digital Marketing Course
 - UI/UX Design Certification
 - AI Prompt Engineering – Google
 - Prompt Engineering with 30+ AI Tools