

Shubham Sachdeva

✉ shubham.sachdeva94@gmail.com | 📞 +1-437-225-9385

🌐 [linkedin.com/in/shubham-sachdeva94](https://www.linkedin.com/in/shubham-sachdeva94) | 🌐 shubhamsachdeva.tech | 📍 Toronto, ON

Results-driven **React and Wordpress Developer with 6+ years of experience** in custom WordPress theme & plugin development, **frontend/backend development** and performance optimization. Proven track record in building scalable, SEO optimized and responsive websites using modern tech stacks including **React, PHP, JavaScript and AWS**. Adept at Agile methodologies, cross-functional team collaboration and leading high-impact web projects that enhance digital presence and user engagement. **Currently holding a valid Canadian work permit and open to relocation.**

TECHNICAL SKILLS

- **CMS / Wordpress:** Custom Theme & Plugin Development, Speed Optimization, Responsive Design, Elementor, WPBakery, WooCommerce, Gutenberg, ACF (Advanced Custom Fields), API Integrations (Payment Gateways, CRMs, Marketing Tools), Security Hardening, Technical SEO
- **Languages:** HTML5, CSS3, JavaScript (ES6+), jQuery, PHP, TypeScript
- **Frontend Development (React):** React (Vite, Context API), Redux, Tailwind CSS, Styled Components, REST API Integration, Hooks, Axios, NPM, Lazy Loading.
- **Databases:** SQL, MongoDB
- **Frameworks:** React, Next.js, (Prior experience with Angular 7/10)
- **DevOps / Tools:** AWS, GitHub, GitLab, CI/CD, MobaXterm, FileZilla
- **SEO Tools:** Google Tag Manager, Google Search Console Issues, Google Analytics, Google Ads, Semrush, Ahref, Yoast SEO, Google PageSpeed Insights, Uber Suggest, W3C Validator, 1-Click SEO Extension, Rank Math SEO.
- **IDEs:** IntelliJ Idea, VS Code, Sublime Text, phpMyAdmin, Studio3t, Robo3t.
- **Others:** Jira, Confluence, Postman, Adobe Suite.

PROFESSIONAL WORK EXPERIENCE

🚀 RETALON Technologies Private Limited

Nov 2025 - Present

Web & SEO Specialist

- Developed React-based browser applications for retail AI software focused on predictive analytics and retail planning platforms using React.js, JavaScript (ES6+), TypeScript, Redux and REST APIs.
- Built reusable UI components, integrated APIs, optimized application performance and collaborated with cross-functional teams to deliver scalable front-end solutions.
- Worked with Git, GitLab CI/CD pipelines, API integration, state management and component-based architecture in Agile environments.
- Developed and maintained the website for [Retalon](#), focusing on performance, scalability and SEO best practices.
- Created JSON structures and schemas for Answer Engine Optimization (AEO), managed SiteGround hosting servers and improved website speed, **achieving PageSpeed scores of 100 on desktop and 97 on mobile.**
- Conducted keyword research, SEO audits using Rank Math, competitor analysis using ahrefs and managed Google Business Profile updates to improve local SEO visibility and website rankings.

🏠 ZIGRAM Data Technologies Private Limited

Apr 2024 - Nov 2025

Senior Software Development Engineer

- Developed and maintained the [ZIGRAM website](#) using **PHP, JavaScript, jQuery, Bootstrap, WordPress and Elementor** ensuring 0% downtime and seamless user experience.
- Contributed to the development of [PreScreening.io](#), a React-based product platform, by building reusable UI components, developing new functionalities, integrating APIs and implementing SSO authentication for secure enterprise login.
- Worked on frontend optimization in React applications, improving application performance, responsiveness, state management, and overall user experience.
- Managed **AWS server hosting**, integrated CloudFront CDN for faster content delivery, optimized website performance and ensured security, scalability and high availability.
- Led a cross-functional team of designers, QA, SEO and content team ensuring timely and high-quality project delivery.

- Improved SEO performance using Rank Math SEO, keyword research and strategic optimizations, increasing organic traffic from 6,000 to 40,000 in one year.
- **Achieved 98 mobile and 99 desktop scores** in Core Web Vitals through advanced SEO strategies and performance optimization for [ZIGRAM's Website](#).

Step1 Advertising Private Limited

May 2023 - Apr 2024

Senior Associate Consultant- Web Development

- Led a team of **WordPress developers**, providing code reviews, technical guidance and ensuring on time delivery of custom WordPress projects.
- Served as **Project Account Manager** handled client communication, project Scoping, managed invoicing and ensured delivery milestones were met.
- Developed and maintained responsive, SEO-optimized WordPress websites using Elementor, Yoast SEO, WP Rocket, Contact Form 7 and custom PHP/JavaScript.
- Created and deployed high performance websites like [Step1 Advertising](#), [Compass Group India](#) and [Ridge Valley School Website](#) ensuring mobile responsiveness and SEO optimization.
- Built a [ChatGPT style AI web app](#) with backend training capabilities and used as a custom **ChatGPT-powered AI chatbot** using the OpenAI API capable of automated conversational responses.
- Collaborated with clients and UI/UX designers to gather requirements, create wireframes and translate business needs into technical specifications.
- Supported technical sales and pre-sales by preparing WordPress focused proposals, client ready pitch decks and SEO service presentations.



Oodles Technologies Private Limited

Aug 2020- May 2023

Senior Associate Consultant- Web Development

- **Developed responsive and high-performance web applications** using AngularJS, Angular 7/10, JavaScript, TypeScript, HTML, and CSS for insurance-related platforms with user-role-based access control.
- **Built and maintained [SecureNow's in-house platform](#)** to manage insurance data, integrate multiple APIs and facilitate client information handling based on dynamic user roles.
- Created and deployed the [SecureNow insurance mobile app](#) using Angular 7 and TypeScript, enabling users to view policies, manage profiles and apply for insurance via mobile.
- Designed and developed a [high-traffic Securenow website](#) with full custom code in wordpress and Razorpay integration for insurance purchases handling over 70,000 monthly visitors.
- **Achieved 98 mobile and 94 desktop scores in Core Web Vitals** through advanced SEO strategies and performance optimization for [SecureNow's Website](#).
- **Integrated dynamic contact forms and lead tracking** with the internal Notify system to streamline customer data collection and sales processes.
- **Followed clean code practices and implemented API integrations** for scalable and maintainable code, contributing to smooth user experiences and fast page loads across platforms.

CERTIFICATES

 **Chatgpt Complete Guide - [Udemy](#)**

 **Certified JavaScript Specialist - [Tech Altum Private Limited](#)**

 **Certified Web Design & PHP Development - [Apron Solutions Private Limited](#)**

EDUCATION

 **Algonquin College of Applied Arts and Technology, Canada**

Diploma, Computer Programming

Jan 2017- Jan 2019

 **Dr. A.P.J. Abdul Kalam Technical University, India**

Bachelor's Degree, Information Technology

Jul 2012- Aug 2016