**Neda Heydarbegi**
Senior WordPress Developer

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💻 [Portfolio: nedah.net](https://nedah.net/)

**Professional Summary**

Accomplished Senior WordPress Developer with over three years of extensive experience in designing, developing, and managing responsive and adaptive websites. Adept in HTML, CSS, PHP, and WordPress, with a strong foundation in both front-end and back-end development. Demonstrated expertise in driving web development projects from conception through to successful deployment, with a keen focus on optimizing user experience and maximizing SEO outcomes.

**Core Competencies**

* **Web Development**: Mastery in Visual Studio Code, PHP, HTML, CSS, Bootstrap, and MYSQL.
* **WordPress Expertise**: Proficient in theme and plugin development, website design, and maintenance. Skilled in converting PSD to HTML/CSS.
* **E-Commerce Solutions**: Experienced in developing robust WooCommerce sites.
* **Responsive Design**: Expert in crafting web designs that adapt seamlessly to various devices and screen sizes.
* **API Integration**: Proficient in configuring and implementing diverse APIs.
* **SEO and Analytics**: Strategic in SEO initiatives to boost search engine rankings and experienced in utilizing Google Analytics and Google Search Console for data analysis.

**Professional Experience**

**Web Tech Marketing**

*Senior WordPress Developer & Web Designer*

Feb 2024 - present

* Spearheaded the design and development of over 50 websites for clients across various industries, consistently exceeding expectations in terms of aesthetics, functionality, and user experience.
* Leveraged expertise in HTML, CSS, JavaScript, and PHP to create custom WordPress themes and plugins, enhancing website performance and functionality.
* Collaborated closely with clients to understand their brand identity, goals, and target audience, translating requirements into visually engaging and responsive designs.
* Implemented SEO best practices and optimized website performance to improve search engine rankings and increase organic traffic for clients' websites.
* Provided ongoing maintenance and support for WordPress websites, ensuring optimal performance, security, and compatibility with the latest web technologies.
* Conducted thorough testing and debugging to identify and resolve issues, ensuring seamless functionality across different devices and browsers.
* Played a key role in brainstorming sessions and design reviews, contributing innovative ideas and solutions to enhance project outcomes and exceed client expectations.
* Acted as a mentor to junior designers and developers, providing guidance, training, and support to foster their professional growth and development.

**Care Services Australia**
*Senior WordPress Developer & Web Designer*
May 2022 - Feb 2024

* Engineered bespoke WordPress themes and plugins aligned with client requirements.
* Ensured harmonious design-functionality integration in collaboration with design teams.
* Partnered with marketing to align web development with organizational objectives.
* Managed, secured, and optimized 32 WordPress websites for peak performance.
* Convert PSD to Elementor
* Troubleshot and rectified technical issues, facilitating smooth web operations.
* Delivered projects within tight deadlines, upholding superior quality standards.
* Offered comprehensive technical support, including client training and documentation.
* Executed website enhancements for speed, SEO, and implemented analytical tools.

**EWRDC**
*WordPress Developer*
August 2008 – December 2010

* Spearheaded the development of PHP and HTML solutions beyond WordPress scope.
* Oversaw seamless technical integrations with external services.
* Guaranteed compatibility across browsers, platforms, and devices.
* Crafted marketing materials to solidify brand identity.
* Monitored and maintained system performance, hosting, and databases.
* Innovated WordPress components for high-traffic sites, resolving design challenges.

**Education**

**Tabarestan Higher Education Institution (TU)**
*Bachelor of Software Engineering*
Tehran, Iran
Graduated: 2010

**References**

Ahmed Sokarno
*Chief Executive Officer, VETEA*
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