



# NAMAN MODI

Freelance Web Developer & SEO Strategist | Specializing in WordPress, WooCommerce & Shopify

## PERSONAL DETAILS

### Contact

Ludhiana, India  
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### Nationality

Indian

## PROFESSIONAL SUMMARY

With over 10 years of experience as a freelance web developer and designer, I specialize in crafting SEO-optimized websites using WordPress, WooCommerce, and Shopify. As the founder of eBuilderz Infotech, I've amplified skills in SEO, analytics, and content creation. Seeking collaborations with startups and entrepreneurs from the USA, UK, Canada, and Australia. Let's elevate your online presence together.

## EMPLOYMENT HISTORY

### Freelance Web Developer, Naman Modi Digital, Ludhiana, Punjab, India

01/2016 - Present

- Developed a comprehensive portfolio emphasizing web development, design, and digital marketing.
- Delved deeply into WordPress and WooCommerce with a focus on custom theme and plugin development.
- Introduced advanced e-commerce solutions on WooCommerce and Shopify to enhance user experiences.
- Designed and implemented effective SEO and SMM campaigns, amplifying online visibility and business rankings.

### Founder/Creative Director, eBuilderz Infotech, Ludhiana, Punjab, India

01/2013 - Present

- Led a dynamic team of over 40 professionals, shaping global digital marketing strategies.
- Championed services including organic search campaigns, social media marketing, guest posting, and link acquisition.
- Designed SEO-optimized websites with a clear emphasis on user-centric designs and functionality.
- Fostered and maintained strong client relationships, always aiming to meet or exceed their business goals.

### Freelance WordPress Developer, Upwork, Freelance

04/2012 - Present

- Began my freelance journey following my Master's, completing 100+ projects totaling over 10,000 hours of work.
- Partnered with a diverse range of clients from countries such as the USA, UK, Canada, Australia, fortifying my position in the global digital market.
- Managed projects across various sectors, including graphic design, user interface design, and PHP development.
- Recognized as one of the "Top 5% Successful Freelancers" on Upwork and eventually launched eBuilderz Infotech, transitioning from solo freelancing to leading an entrepreneurial venture.

## EDUCATION

### Master's degree in Website Development, RICCS Computer Education, Ludhiana, Punjab, India

07/2012 - 06/2013

During my time at RICCS, I delved into advanced courses that covered MySQL, Core PHP, Laravel, and leading CMS platforms. I attained proficiency in platforms like WooCommerce and Shopify and became adept with various technologies

and platforms including Drupal, Joomla, Laravel, GraphQL, Redux.js, Node.js, Webflow, Magento, Opencart, and React.js. This education was pivotal and carved the initial path for my venture into specialized web development.

## Training in Graphic & Web Designing, Xplora Design School, Ludhiana, Punjab, India

01/2012 - 06/2012

I refined my expertise in the Adobe Suite, with an emphasis on Photoshop, Illustrator, and InDesign. My training here also equipped me with skills in frontend languages like HTML5/CSS3, SASS, and frameworks including Bootstrap and Zurb Foundation. I also honed skills in Figma, logo and web design, graphic design, user interface design, and Elementor. This intensive training fortified my passion for visually articulate web and graphic designs.

## Bachelor's in Information Technology, Chitkara University, Chandigarh, India

01/2008 - 12/2012

I solidified my technical foundation, focusing particularly on frontend technologies and CMS. During this period, I acquired expertise in JavaScript and HTML5. The hands-on experiences at Chitkara University have been instrumental in shaping the diverse digital solutions I offer to my global clientele today.

### SKILLS

WordPress & WooCommerce Development

Custom Theme & Plugin Development

Responsive & Cross-Browser Design

Figma, Bootstrap

Frontend: HTML5, CSS3, JavaScript (jQuery, AngularJS, React.js)

Frameworks: Redux.js

Platforms: WooCommerce, Shopify, Opencart

SEO & SEM

Google Analytics & Performance Metrics

Guest Posting & Link Acquisition

Ability to Multitask

Strong Communication & Collaboration

Adaptive & Quick Learner

Time Management & Organization

Shopify & Opencart Development

Landing Page Design

Webflow, Elementor

CMS Platforms: Drupal, Joomla, Magento

Backend: PHP, MySQL, Node.js

Data & Interactions: AJAX

Features: Inventory Management, Payment Integrations

SMM

Organic Search Campaigns

Graphic Design (Photoshop)

Client-Centric Approach

Analytical & Strategic Thinking

Leadership & Team Management

### LINKS

Website

Linkedin

Facebook

Instagram

Calendly

### LANGUAGES

English

Hindi