

TEJAS VS

Freelance WordPress Website Builder | SEO-Focused Web Solutions

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PROFESSIONAL SUMMARY

Freelance WordPress website builder with experience developing SEO-focused content and business websites for multiple clients. Skilled in creating structured, responsive websites using WordPress, keyword research, and front-end customization with CSS.

Background in data analytics at Ernst & Young (EY), combining analytical thinking with practical web development to build performance-oriented and user-friendly websites.

KEY SKILLS

- WordPress Website Development
 - SEO-Based Content Structuring
 - Keyword Research
 - Responsive Design & CSS Customization
 - Hosting & Domain Setup
 - Plugin Configuration & Optimization
 - Basic Website Maintenance
 - Performance Optimization (Foundational)
 - Data Analysis & Reporting
 - Business Reporting & Operations
 - Workflow Automation (Alteryx, Excel Macros)
 - Communication & Collaboration
 - Analytical Problem-Solving
 - Stakeholder Support & Presentation
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TECHNICAL TOOLS

- WordPress
 - CSS (Layout, Flexbox, Responsive Styling)
 - Google Keyword Planner
 - WooCommerce (Basic Setup)
 - Alteryx
 - Microsoft Office
 - Microsoft Excel
 - Power BI
 - SQL
 - Tableau
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EXPERIENCE

Freelance WordPress Website Builder

Self-Employed | Feb 2026 – Present

- Developed and delivered multiple WordPress websites for clients across content and niche domains.

- Conducted keyword research and structured content around high-search-volume topics.
- Designed clean, responsive layouts using themes and front-end CSS customization.
- Implemented essential website pages (About, Contact, Privacy Policy).
- Configured plugins for SEO, security, and performance.
- Managed hosting setup, domain configuration, and website deployment.
- Provided basic post-launch maintenance and updates.
- Optimized on-page SEO elements including meta descriptions and heading structure.

Data Analyst Intern | Ernst & Young (EY), Kochi

Aug 2025 – Feb 2026

- Analyzed financial datasets (journal entries, ledgers, trial balances) to identify reporting inconsistencies.
- Built automated workflows in Alteryx to validate and transform financial data.
- Developed Excel dashboards for audit and management reporting.
- Collaborated with cross-functional teams to improve reporting efficiency and data accuracy.

PROJECTS

SELECTED WORDPRESS PROJECT TYPES

- SEO-focused niche blogs
- Content-driven idea platforms (hairstyles, nail designs, gift ideas, meme content)
- Business-style informational websites
- Structured article-based websites (Top 10 format, search-intent focused)

DATA ANALYTICS PROJECTS

High Cloud Airlines - Data Analytics Project

- Built KPI dashboards using Excel, SQL, Power BI, and Tableau
- Analyzed booking trends, revenue metrics, and load factors
- Presented insights for strategic planning

EDUCATION

- **ExcelR** - Data Analytics and Business Intelligence (Distinction) | Dec 2024 – Mar 2025
- **Vidya Academy of Science and Technology** - B.Tech, Electronics & Communication | CGPA: 7.86 | Aug 2024
- **Chinmaya Vidyalaya** - Grade 12 | Score: 92.4%

CERTIFICATIONS & TRAININGS

- **Alteryx, Excel & SQL Training Program** – Alchemy Techsol (with EY)
- **Data Analytics Certification** – ExcelR
- **MySQL for Data Analytics & Business Intelligence** – Udemy
- **Excel Skills for Business** – Coursera