

DURGA LETCHUMANAN

Location: Semenyih, Selangor

Email: durgaletchu@gmail.com | **Phone:** +6017 2201 569

Linked In: www.linkedin.com/in/durga-letchumanan-331553206

Portfolio: durgaletchumanan.com/

PROFESSIONAL SUMMARY

Results-driven Web Developer with strong expertise in WordPress, HTML, CSS, web hosting, and responsive website development. Skilled in converting Figma designs into user-friendly websites using WordPress (Elementor). Experienced in managing hosting environments, DNS records, and ensuring website performance, security, and stability. Proficient in WooCommerce development and payment gateway integration. Knowledgeable in SEO and analytics tools such as Google Analytics, Search Console, and Tag Manager to improve online visibility. A collaborative team player with experience in Git workflows and delivering high-quality web solutions.

WORK EXPERIENCE

Frontend Developer | ALYKA SB

April 2025 — December 2025

Domain and DNS Record

Configured subdomains for server-side redirection and managed DNS records to ensure efficient propagation.

WordPress Setup and Web Hosting

Installed WordPress through the Media Cloud hosting Cpanel and implemented premium themes to ensure long-term site stability and ease of maintenance.

Website Development

Specialized in developing responsive websites by transforming Figma UI designs into seamless, user-focused experiences using WordPress Elementor.

Content Population

Managed and updated content for existing Kentico websites in strict alignment with Project Manager requirements and site standards.

Technical Expertise

Provided actionable security recommendations, including PHP version upgrades and plugin troubleshooting, to optimize site performance and reliability.

Github and Production Server

Proficient in Git workflows, including pulling repository files, managing local commits, and deploying final builds to the Springloops production server.

Customized WordPress Theme

Restructured custom widgets and refined site typography using a high-level proficiency in Wordpress and Sass files.

Team Collaboration

Worked closely with Project Managers and QA testers throughout the development lifecycle, including performing UI/UX audits and documenting technical feedback for developer handovers.

CRM

Utilized the HubSpot platform to design and deploy professional newsletters, ensuring brand consistency and engagement.

WordPress Setup and Web Hosting

Proficient in setting up WordPress websites and configuring web hosting (YeahHost & Exabytes) for smooth installation and maintenance. Knowledgeable in AWS cloud hosting; experienced in using the Command Line for server configuration, file synchronization, and database administration.

Website Development and Maintenance

Proficient in building websites using WordPress (Elementor, WPBakery), Bootstrap, HTML5, CSS3, and basic JavaScript, with responsibility for ongoing maintenance to ensure optimal performance and a seamless user experience.

E-Commerce Deployment

Engineered fully functional online stores using WooCommerce, including complex product catalog management and seamless integration with global and local payment gateways such as Stripe, iPay88, and Razer Merchant Services. Optimized product visibility by synchronizing website inventory with Google Shopping via plugin.

Google Analytics and SEO Management

Proficient in setting up and overseeing Google Analytics, Search Console and Tag Manager to track website performance, analyse data and implement SEO strategies to improve website visibility and enhance online presence on WordPress and HTML websites.

Technical Expertise and Optimization

Utilizing a blend of technical skills to enhance website functionality and user interface, ensuring optimal design and performance for an improved user experience.

Content Enhancement

Utilized Adobe Photoshop, Illustrator, and Canva to redesign website content, enhancing visual appeal and user experience.

Team Collaboration

Worked closely with PHP developers on web portals to enhance UI/UX through actionable feedback.

Website Maintenance

Ensured website functionality, performance, and security through regular updates and issue troubleshooting.

Web Content Redesign

Redesigned web content to enhance user experience and ensure alignment with company branding using WordPress Elementor.

CRM

Utilized the ZohoMail platform to design and deploy professional newsletters, ensuring brand consistency and engagement.

Prototype

Creating prototypes using Pencil Project tool to update website content accurately and promptly based on project requirements.

Website Development with WordPress and Elementor

Skilled in creating visually appealing and functional a website and landing page using WordPress as the CMS and Elementor as the page builder.

EDUCATIONAL BACKGROUND

Diploma in Information Technology (Cyber Security) - UNIMY

(2018 — 2021)

Final Year Project (Topic: Cloud Storage web application)

Designed and developed a cloud storage web application, inspired by Google Drive, offering a user-friendly interface and two-factor authentication for secure file storage and enhanced access management security.

Technologies Used: HTML, CSS, JavaScript, Google Firebase.

SKILLS

Web Development

- **Core Technologies:** Proficient in Bootstrap, HTML5, CSS3/Sass, WordPress and Wix; basic knowledge of PHP and JavaScript.
- **Technical Infrastructure:** Skilled in DNS management, subdomain configuration, and version control using Git/GitHub.
- **Platform Management:** Experienced in YeahHost, Exabytes, AWS and Media Cloud server environments and Springloops deployment workflows.
- **E-Commerce Tools:** Proficient in WooCommerce setup, payment gateway integration (iPay88, Razer, Stripe), and Google Merchant Center synchronization for Google Shopping.

Design & UI/UX

- **Design Execution:** Expert at translating Figma UI designs into responsive websites with a focus on seamless user experience using WordPress Elementor.
- **Graphic Tools:** Knowledgeable in Adobe Photoshop, Illustrator, and Canva for designing, editing, and optimizing web assets and icons.
- **Aesthetics:** Skilled in restructuring custom widgets and refining typography.

Digital Marketing & SEO

- **Optimization:** Knowledgeable in SEO best practices and core Google platforms, including Google Analytics, Search Console, Tag Manager, Google Business, and Google Shopping.
- **CRM & Newsletters:** Proficient in using ZohoMail and HubSpot to design and deploy professional, high-engagement newsletters.

Software & Professional Skills

- **Productivity:** Knowledgeable in Microsoft Office Suite (Word, Excel, PowerPoint).
- **Quality & Detail:** Strong commitment to high-quality output with a focus on QA testing and technical auditing before project handover.
- **Collaboration & Communication:** Effective team player with strong verbal and written skills; experienced in bridging communication between Project Managers and QA testers.
- **Adaptability:** A continuous learner, dedicated to staying current with emerging web technologies and modern design trends.

LANGUAGE

- English: Upper Intermediate
- Malay: Upper Intermediate
- Tamil: Proficient

REFERENCE

Lavanya | Operation Assistant at ALYKA | +6017 656 6814