

Simla *Sikder*

Web Developer | AI Automation Specialist | Graphic Designer | Digital Marketer

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PROFESSIONAL SUMMARY

Results-driven Web Developer and AI Automation Specialist with 8+ years of experience building fast, secure and conversion-focused WordPress and WooCommerce websites for businesses in the USA, UK, Canada and Australia. Skilled in designing AI chatbots and agents, automating business workflows, creating brand identities and running SEO and paid advertising campaigns. Trusted by 200+ clients with 300+ completed projects and a 5.0 average rating, known for clean code, clear communication and on-time delivery.

8+	300+	200+	5.0
Years of experience	**Projects completed**	**Clients worldwide**	**Average client rating**

SKILLS

Web Development	WordPress, WooCommerce, Elementor, Gutenberg, Figma to WordPress, Custom Themes, Responsive Design, PHP, MySQL, HTML5, CSS3, JavaScript
AI & Automation	AI Agents, AI Chatbots, Lead Qualification Bots, Workflow Automation, n8n, Make, Zapier, OpenAI and Claude APIs, CRM and Email Integrations
Optimization	Website Speed Optimization, Core Web Vitals, Caching, Image and Database Optimization, Technical SEO
Graphic Design	Logo Design, Brand Identity, Social Media Graphics, Banners and Ad Creatives, Print Design, Canva, Photoshop, Figma
Digital Marketing	SEO, Content Strategy, Social Media Marketing, Facebook / Meta Ads, Google Ads, Email Marketing
Professional	Client Communication, Project Management, Requirement Analysis, Problem Solving, Attention to Detail, Long-term Client Support

WORK EXPERIENCE

Freelance Web Developer & AI Automation Specialist

2018 - Present

Self-employed | Freelancer.com and Direct Clients | Remote

- Delivered **300+ projects** for **200+ clients** across the USA, UK, Canada and Australia, maintaining a **5.0 average rating** and 100% client satisfaction.
- Manage full project lifecycle: requirement discussion, planning and design, development, testing, launch and long-term support.

Web Development

- Built custom WordPress websites for corporate, real estate, architecture, photography, plumbing, cybersecurity and manufacturing businesses.
- Developed WooCommerce online stores with product and order setup, payment gateway integration and conversion-focused checkout.
- Integrated booking systems for a vacation rental website and connected payment gateways with Zoho Forms.
- Converted Figma designs into pixel-perfect, responsive WordPress sites using Elementor and Gutenberg.

- Fixed WooCommerce checkout and pagination issues and improved site speed through Core Web Vitals optimization.

AI Agents & Automation

- Designed and deployed AI chatbots and agents that answer customer questions 24/7 and qualify leads automatically.
- Automated business workflows connecting websites, forms, CRMs, email and Google Sheets using n8n, Make and Zapier, reducing manual work for clients.

Graphic Design & Digital Marketing

- Created logos, brand identities, social media graphics, banners, ad creatives and print materials.
- Managed SEO, social media marketing, Facebook and Google Ads campaigns and email marketing to grow client traffic and sales.

SELECTED PROJECTS

ECOMMERCE

Rinkit, Bunai, Hemptique, Edu Style Store, Bramley Products

WooCommerce stores with custom design, payment integration and optimized checkout.

REAL ESTATE

Squarefeet Group, Navana, Allsopp & Allsopp, Avant Garde Properties

Property listing websites with modern layouts and lead capture.

ARCHITECTURE & INTERIOR

Patchwork Architecture, ABCD Architecture, Humbert & Poyet, Makhno Studio

Portfolio-driven websites showcasing projects with elegant, image-led design.

PHOTOGRAPHY

AerialX Media, Oshane Howard, Sanz Lena

Fast, visual portfolio websites with galleries and booking inquiries.

CERTIFICATIONS

Build a Free Website with WordPress - Coursera — Sep 2026 | ID: DOQ068AA3BNA

Google Ads for Beginners - Coursera — Sep 2026 | ID: T3DUN5UN242E

Create a Storyboard using Canva - Coursera — Sep 2026 | ID: RCLR94B7CBXT

TOOLS

WordPress, WooCommerce, Elementor, n8n, Zapier, Make, ChatGPT / OpenAI, Claude, Figma, Photoshop, Canva, Google Analytics, Meta Ads Manager, Google Ads

LANGUAGES

Bengali - Native

English - Professional working proficiency