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Full-Stack Developer | Web & Mobile Apps | WordPress, Cloud & Power Platform Tools

Summary

I am a seasoned technology leader with **10+ years of experience** across WordPress, WooCommerce, CMS platforms, mobile applications, and Ethical Hacking. As a **Technical Manager at ACEnovation**, I led the architecture and implementation of the **WSTC & NSC platforms**—end-to-end, scalable systems optimized for both **mobile and web**. These platforms integrated participant registration, payment processing, video submission, and finalist selection, playing a key role in the success of the 2023 contest and laying a strong foundation for future events.

I bring hands-on expertise in the **agile software development lifecycle**, overseeing everything from design and implementation to deployment. My technical skill set spans full-stack development, with strong proficiency in **Laravel, PHP, MySQL**, and more. I've worked closely with cross-functional teams—including UI/UX designers and backend engineers—to deliver **seamless, high-performing web and mobile applications**.

I also led the integration of a **Learning Management System** with TNSDC's **Naan Mudhalvan** initiative, enabling thousands of learners to access specialized training and track their progress effectively. Additionally, I've managed **server hosting and deployment on AWS and Azure**, ensuring robust backup, security, and system maintenance across both web and mobile platforms.

My technical versatility extends to the **Microsoft ecosystem**, with working knowledge of **Power BI, Power Apps, Power Automate, SSRS report design, and SharePoint**—enabling data-driven decision-making, workflow automation, and seamless internal collaboration across enterprise environments.

Before ACEnovation, I honed my expertise in **cloud infrastructure, WordPress architecture, mobile optimization, and SEO/SEM strategies** through collaborations with industry leaders like **Awesome Motive, ConnectALL, LLC, and GoDaddy Inc.** My work spanned full-cycle web and mobile development, UX design, and strategic consulting—consistently delivering performance-optimized and user-centric solutions.

Over the years, I've developed **multiple crowdfunding platforms**, streamlining campaign management for NGOs and empowering them to scale their fundraising and outreach efforts.

I am also recognized as a **Facebook White Hat Security Contributor**, having responsibly disclosed a mobile vulnerability in 2015. I continue to align technology initiatives with business goals, lead and mentor cross-functional teams, and translate innovative ideas into **scalable, cross-platform digital solutions** that deliver measurable impact.

Work Experience

2023 - Present

Technical Manager

Acenovation Hub Pte Ltd,

- Led end-to-end technology development for ACEnovation Hub, a global platform focused on storytelling and digital learning.
- Designed and delivered the WSTC platform, with modules for registration, payment integration, video uploads, review workflows, and finalist selection—fully optimized for web and mobile responsiveness.
- Architected scalable RESTful APIs for registration and payment systems, collaborating with backend engineers to ensure seamless cross-platform functionality.
- Integrated a robust Learning Management System (LMS) with TNSDC's Naan Mudhalvan program, enabling thousands of learners to access courses, track progress, and record exam scores.
- Utilized Microsoft Dynamics 365 and Power Platform tools to support reporting, automation, and collaboration across internal systems.
- Implemented agile development workflows, enabling rapid, user-focused iterations aligned with evolving stakeholder requirements.
- Managed AWS deployments, including secure hosting configurations, automated backups, and version control for system reliability.
- Collaborated with UI/UX designers, backend developers, and infrastructure teams to deliver clean, scalable, and user-centered web and mobile applications.
- Coordinated the successful rollout of the 2023 global storytelling initiative, ensuring stability, accessibility, and performance throughout the campaign.
- Contributed to ACEnovation's mission to provide accessible digital tools that promote learning and storytelling at scale.

2023 - 2024

Developer & Technical Specialist

Updraft WP Software Ltd. UK

- **Plugin Development & Maintenance:** Contribute to the continuous development of WP-Optimize plugin by implementing new features, fixing bugs, and optimizing existing functionality based on customer feedback and market trends.
- **Technical Support:** Provide expert-level support to users, resolving technical issues related to plugin installation, performance, and configuration. I address both basic and advanced user queries through email, support forms, and live chat.
- **Performance Optimization:** Implement and improve features like database cleaning, image compression, and caching to enhance WordPress site performance for WP-Optimize users.
- **Customization & Documentation:** Assist users in applying custom filters, actions, and other advanced WordPress hooks for site-specific optimization needs. Create and maintain thorough documentation for both internal development processes and customer-facing usage guides.
- **Collaboration with Team:** Work closely with product managers, designers, and other developers to deliver quality updates to the WP-Optimize plugin.

2021 - 2023

Technical Support Engineer For MonsterInsights

Awesome Motive, Inc

- Responding to customers who report issues with their website and handling/debugging issues (in a timely manner!)
- Fielding and recording feature requests.
- Testing bug reports locally, and when confirmed passing them to the development team with detailed instructions.
- Pre-release quality assurance testing for updates and new releases.
- Updating and creating tutorials and documentation.
- Writing code snippets to solve one-off problems.
- Helping customers manage/update content or help determine where changes need to be made at.
- Provide knowledgeable recommendations for solutions to handle customer feature requests.
- Regular management of site updates from third-party plugins/themes and WordPress Core.
- Delegate and prioritize support tickets while working satisfactorily to resolve them as quickly as manageable.

2019 - 2021

Senior WordPress Developer & Web Platform Engineer

ConnectALL, LLC

- Coding and Modifying exiting/custom plugin/theme to full-filling the requirements.
- Working closely with top level management and fulfilling their requirements.
- Building successful landing pages for webinars, events.
- Maximising the lead by optimising website flow and algorithm.
- Taking responsibility for achieving goals and targeted revenue.
- Ensures all items are properly reviewed by internal compliance and adheres to brand philosophy and style guidelines
- Ensuring hardware and software work properly without errors.
- Develops new website features and seeks out existing solutions to meet client needs
- Increasing the security for blocking ransomware and malware threads.
- Exhibits follow-up skills in order to ensure projects are completed accurately, timely and within budget constraints
- Maintaining a thorough understanding of how user flow that are constructed and generating leads
- Implements designed layout with attention to details such as style and size of type, photographs, graphics, animation, etc. for the web and various other media

2018 - 2019

WPPS Engineer

Godaddy Inc.

- Working with SERVICE NOW (SNOW) Ticket assignment flow.
- User interface troubleshooting (HTML, CSS, JavaScript)
- WordPress theme and plugin audits (Troubleshooting plugin and theme conflicts)
- Completing Plugin and theme installation as per requirement.
- Working on Database Management (MySQL)
- Excel Customer service via email
- Fixing Core Wordpress Architecture based upon the requirement.
- Fixing Bugs based upon the requirement
- Customizing the WordPress based upon the Ticket description.
- Keeping the steady state of 10 Star Rating in all Ticket reviews.
- Obeying strict rules of WWPS and Maximizing the Productive on it.
- Responsible for developing a higher level of WordPress support training
- Responsible for being a central escalation point for multiple types of issues, helping the support team teach the customers to make use of the appropriate tools and plugins for their specific situations, as well as helping them diagnose to fix plugins, themes and other miscellaneous issues.
- Responsible for reviewing WP technical content (blog post, website page, PR release, etc)
- Working closely with the Help channel, Escalation team, and OCEO Tickets
- Weekly Team meeting sharing the thought process and performance improvement.

2017 - 2018

Technical Lead Engineer

CALIBRAINT TECHNOLOGIES

- Evaluate and implement new programming languages and technologies. Provide life-cycle management for software and code
- Assist and collaborate with other staff on technical matters. Conduct security reviews of applications written by other developers
- Implement and maintain content management systems (primarily WordPress, some Drupal), including installation, configuration, troubleshooting, and creation of custom SLS plugins and content types. Develop and deploy upgrade/migration plans for content management systems
- Develop and deploy web applications and client-side web interface components that interact with relational database management systems that integrate with Stanford's web, authentication, and authorization infrastructure
- Architect, implement and manage web-based applications, databases, and interfaces from initial architecture through development, test, and deployment
- Other duties may also be assigned
- Design, coordinate and troubleshoot integrations, components, and infrastructures to run an enterprise-class website
- Ethereum - Creating of Smart Contracts and Token Generations for ICO
- Developing Core Wordpress Architecture based upon the requirement
- Designing and implementing new features and functionality
- Establishing and guiding the website's architecture
- Working Deep on Woocommerce from initial stage to the final stage
- Ensuring high-performance and availability, and managing all technical aspects of the CMS
- Helping formulate an effective, responsive design and turning it into a working theme and plugin.
- Handling and Managing Client Call and Updating the Status of daily report
- Working close with Sale's team in terms of marketing algorithms with SEO and Re-marketing Tags
- Agile Methodology: Successful completing individual stories in the team and reaching the target before end of each sprint duration to reach maximum client satisfaction.

2014 - 2017

Senior Web Developer & SEO - SEM Specialist

CORE WAMP TECHNOLOGIES

- Energetic marketing graduate passionate about Internet marketing as well as technical SEO. Skilled in project management with strong foundations in data visualization and research.
- Introduced, negotiated, and implemented partnership with display, social, and content agencies; manage digital channels and provide performance update on a quarterly basis
- Seeking to leverage skills in data analysis and result tracking as an SEO Analyst at Google.
- Improved organic search rankings from page 3 to Top 5 for 10+ high-competition keywords for a leading ecommerce brand and increased their organic traffic by 21%. Seeking to leverage exemplary project management skills, data analysis skills, and broad technical SEO knowledge as an SEO Strategist at Google.
- Prepare website proposals to present to clients.
- Provide technical support to clients.
- Act as the company expert in creating PPC and Google AdWords campaigns to be integrated with new website builds.
- Customize themes to meet clients' requirements.
- Manage a user guide to help clients understand site features and management of a website to increase visitor satisfaction.
- Work on a new mobile development project to expand the company into mobile website development services.
- Implemented code daily using Apache Velocity as well as Nginx engine, JavaScript/JQuery, HTML5, CSS3, using content management systems such as Wordpress.
- Working with SEO and SEM for boosting project indexing and ranking
- Focusing on maximum renewals and other supports to maintain revenue growth.
- Creating user engagements and other fun activities to support the reach.
- Manage the timely handling, follow-up and nurturing of Marketing-generated responses from customers/prospects for the Watson Analytics
- Provide the highest level of customer support and service

2010 - 2014

Wordpress Developer and Technical Support (Remote)

ANS Vir Tech

- Build client websites with WordPress.
- Modify the existing code as needed.
- Troubleshoot themes and plugins.
- User interface troubleshooting (HTML, CSS, JavaScript)
- WordPress theme and plugin audits (Troubleshooting plugin and theme conflicts)
- Completing Plugin and theme installation as per requirement.
- Working on Database Management (MySQL)

2008 - 2009

Honors Diploma In Computer Application (HDCA)

CSC Computer Education

Fundamentals of Information & Computer Technology, Operation System (Windows-DOS), Ms-Office (Word-Excel-PowerPoint), Programming Languages(C & C++), Coral Draw & Photoshop, Web Page Designing.

2010 - 2014

Bachelor of Engineering - Computer Science (CS)

Skills

Frontend Technologies

- **Frameworks/Libraries:** Angular, React.js, Bootstrap, Tailwind CSS
- **Core:** JavaScript, HTML5, CSS3
- **Mobile:** Responsive UI, PWA fundamentals

WordPress Development

- Custom theme and plugin development
- Advanced Custom Fields (ACF), Gutenberg blocks
- HTML to WordPress conversion
- Performance tuning: Caching, Lazy Load, Load balancing
- SEO optimization and troubleshooting

Cyber Security

- Familiarity with OWASP Top 10
- Penetration Testing and Secure Code Practices
- Facebook White Hat Contributor (2015) – disclosed mobile vulnerability
- Risk assessment and incident response

Databases

- MySQL, PostgreSQL
- Query optimization, schema design, database backups

Search Engine Optimization

- On-page SEO: Meta, Title, Keywords, Headings, Internal linking
- Image SEO, performance tuning
- Familiar with Webmaster tools and tracking integrations

Backend Technologies

- **Languages:** PHP, Java/JRuby, Node.js
- **Frameworks:** Laravel, Express.js
- **API Development:** RESTful APIs, Authentication, Role-based access

Microsoft Ecosystem

- **Dynamics 365:** Report creation, basic screen customizations
- **Power Platform:** Power BI (reports), Power Apps (low-code apps), Power Automate (flows), SSRS
- **Collaboration Tools:** SharePoint integration

Cloud Infrastructure & DevOps

- **AWS:** EC2, S3, Route 53, CLI, CloudWatch, VPC
- **Azure:** VMs, Storage, Networking
- **Other:** DigitalOcean, Google Cloud, Docker, Kubernetes (basic), VPN setup
- **CI/CD Pipelines:** GitHub Actions, basic container deployments

Email & Communication Systems

- Postfix, Sendmail, SquirrelMail (server-level)
- Mailchimp, SendGrid, Mandrill for transactional and newsletter emails

Tools & Platforms

- cPanel, WHM, Plesk, GitHub
- WHMCS, WordPress Admin, Pixlr Editor, Firebug, WP CLI
- Google Analytics (GA4), Google Tag Manager, GSC & Others

Core Competencies

- Full Stack Development
- API Architecture & Integration
- End-to-End System Architecture
- UI/UX & Interaction Design
- Agile & Scrum Practices
- Cloud Infrastructure (AWS, Azure, GCP)
- Microsoft Power Platform (Power BI, Power Apps, Automate, SSRS, SharePoint)
- Cybersecurity & Risk Management
- Learning Management System (LMS) Integration
- Cross-Functional Team Leadership
- Project & Technical Support Management
- Mobile-First Design & Development
- Performance Optimization & Scalability

Awards

2021 - 2021

Best Performer Award

Awesome Motive, Inc.

Exceeded Black Friday sales goals while maintaining the highest level of customer satisfaction.

2020 - 2020

Fedex Day - Winner

ConnectALL, LLC

An innovation activity to bring out your thoughts and ideas on what can be built into the product to bring out more value to the customers and eventually fueling the product growth.

2019 - 2019

Ranked #1 in GoDaddy WPPS Global Team

Godaddy, Inc.

On May 2019, I was ranked #1 in the entire Godaddy WPPS Global Team for closing the highest tickets with excellent reviews.

2015 - 2015

Facebook White Hat Security Award

Facebook, Inc.

On behalf of over a billion users, Facebook Team thank me for responsible disclosure of a security vulnerability on mobile version and also have awarded a worth of \$500.

Additional

Date of Birth	24th March 1992
Gender	Male
Marital Status	Married
Languages Known	English, Urdu, Hindi, Tamil and Arabic (beginner)

Hobbies

Exploring the Science of Nature | Developing Automation Algorithms for Personal Productivity | Passionate About Traveling

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