



# RAKESH ROY

Expert PHP and WordPress Developer | WordPress Plugin Author

+91-7679618601    royakesh.cob@gmail.com    /in/royakesh/    royakesh.dev

## SUMMARY

A highly skilled and proficient WordPress developer with over 7+ years of professional experience in all aspects of WordPress website creation, including design, plug-ins, and implementation. Results-driven individual contributor with a successful track record in exceeding expectations for web development initiatives.

## SPECIALIZATION

- Custom Wordpress Development
- WooCommerce Integrations
- Payment gateway Integration
- Integration with third-party services like Shopify, Mailchimp etc.

## SKILLS

### Coding Languages

PHP, JQuery, JavaScript, HTML/CSS, Typescript, Nodejs

### Frameworks/Skills

WordPress, WooCommerce, Laravel, Tailwind, WordPress Design, Responsive Web Design

### Softskills

Team Work, Analytical and Problem-solving

## BASIC WORK EXPERIENCE

- Capability to work without constant supervision and efficiently.
- Proficient in handling time-sensitive tasks even when priorities change frequently.
- Develop proposals for websites that can be shown to potential clients.
- Offer technical assistance to clients.
- Maintain a user guide to aid clients in comprehending website features and management for a better visitor experience.
- Exceptional team collaboration skills for creating websites that surpass customer expectations.

## PROFESSIONAL WORK EXPERIENCE

### Software Engineer II

Newfold Digital  
Sept 2023 to Present  
Mumbai, Maharashtra, India · Remote

As a Software Engineer at Newfold Digital, I am responsible for creating and maintaining websites and web applications using PHP and WordPress technologies. I will also collaborate with other developers, designers to deliver high-quality product development that meet their needs and expectations.

### Lead WordPress Developer

Appycodes  
Feb 2016 to Aug 2023  
Siliguri, West Bengal, India · Onsite

As a Lead Developer, I managed up to three concurrent projects, overseeing a team of 4 developers and coordinating with external vendors.

I handle a diverse range of projects, including enterprise-level assignments, where I excel in areas such as theme and plugin development, website customisation, responsive design, and performance optimisation.

- Developed a custom payment gateway for WooCommerce using Stripe, enabling the Buy Now, Pay Later (BNPL) feature for a B2B E-commerce store, resulting in a remarkable 25% increase in user payments and due cash collection
- Orchestrated a seamless Shopify integration with WooCommerce to synchronize product data from Shopify to WooCommerce. This integration reduce manual data entry by 20%.
- Successfully managed an e-commerce website housing an extensive product inventory of over 600,000 items,
- Proficiently crafted more than 10 custom WordPress websites from the ground up, with quantifiable results such as achieving a Z% decrease in website load times and a W% boost in search engine rankings through meticulous speed and SEO optimization.
- Engineered a fully functional WooCommerce website from inception, optimizing it for speed and SEO, resulting in a 80% increase in organic search traffic and a 40% reduction in bounce rates.

## OPEN SOURCE CONTRIBUTION

- My WordPress plugin, [Bitly URL Shortener](#), has almost 7k downloads and active downloads of more than 700.
- I love contributing to opensource Github projects by adding a PR and reporting Bugs
- I am very active on Stack Overflow and have earned over 920+ reputations by helping fellow developers.
- I am committed to providing high-quality work and hope to inspire others to explore the vast world of coding.

## PORTFOLIO AND OTHER LINKS

- <https://royrakesh.dev>
- <https://www.codehaveli.com>
- <https://github.com/royrakesh>
- <https://wordpress.org/plugins/codehaveli-bitly-url-shortener>
- <https://www.ayurcalm.com>
- <https://blog.sulavyatra.com>
- <https://nycnepalilifestyle.com>
- <http://payoke.in>
- <https://stackoverflow.com/users/7313719/rakesh-roy>
- <https://www.linkedin.com/in/royrakesh>
- <https://github.com/codehaveli>

## HOW TO REACH ME

Cell: +91-7679618601

Email: [royrakesh.cob@gmail.com](mailto:royrakesh.cob@gmail.com)

Address: Takagachh Rd b, Coochbehar, West Bengal, India

## EDUCATION

### **MAKAUT, West Bengal, India**

Bachelor of Computer Science & Engineering

- Attended from Sept. 2012 to June 2016
- Organized one of the biggest college fests in North Bengal.
- Developed AI-based software to run PC via voice command.

### **CRBHS , West Bengal, India**

Higher Secondary Education in General Science

- Attended from Sept. 2009 to June 2011
- Organized school events like Teacher's day , Saraswati Puja