

RAKESH ROY

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Expert PHP and WordPress Developer | WordPress Plugin Author

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SUMMARY

WordPress Developer with 8+ years of experience in PHP, WordPress, and cloud-based web solutions. Skilled in developing high-performance websites, boosting PageSpeed scores, and creating user-focused web experiences. Proven track record of collaborating with remote teams to deliver projects efficiently. Committed to clean code, best practices, and building scalable, impactful solutions that meet business goals.

SPECIALIZATION

- Custom Wordpress Development
- WordPress Block Development
- Localization Initiation
- Integration with third-party services.
- Mentoring junior developers
- Decision-making in technical strategy

SKILLS

Coding Languages

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

Frameworks / Tools / Skills

WordPress, Laravel, Angular, WooCommerce, Block Them/Plugin development, Tailwind, GitHub, CI/CD Deployment, Teams

Performance & Optimization

Google Lighthouse, Image Optimization, Server-Side Optimization, Asset Optimization

Project Management Tools / Softskills

Jira, Confluence, Trello, Team Work , Analytical and Problem-solving, Project Management

BASIC WORK EXPERIENCE

- Works independently, efficiently managing shifting priorities and tight deadlines.
- Skilled in project planning and documentation to align with team goals and enhance project flow.
- Strong leader, fostering collaboration to drive quality results and exceed expectations.
- Skilled in problem-solving and optimizing code for performance, ensuring efficient and scalable solutions.

PROFESSIONAL WORK EXPERIENCE

Software Engineer

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.

Project Highlights

- Revamped a leading domain management website from scratch, implementing a new user interface and optimizing server performance, resulting in an increase of Google PageSpeed scores from below 40 to over 90.
- Documented and organized the deployment processes for seven or more WordPress properties, enhancing version control and upgrading the tech stack by transitioning from CentOS 7 to RHEL and updating PHP 7.4 to 8.1
- Delivered projects independently by coordinating with cross-functional teams, maintaining stakeholder alignment, and fostering team cohesion through organized retrospectives and internal sprint demos to improve collaboration and performance.
- Enhanced leadership skills by managing high-profile projects like Bluehost.com, web.com, and HostGator.com, ensuring successful project delivery and alignment with business objectives.
- Engaged in project management activities using tools like Jira and Confluence, effectively tracking project progress, managing timelines, and facilitating communication among team members.
- Improved coding standards and team efficiency by advocating for the adoption of modern development practices and conducting knowledge-sharing sessions within the team.
- Utilized OKD for deploying websites, ensuring efficient management of containerized applications and streamlining the deployment process across various environments.

OPEN SOURCE CONTRIBUTION

- My WordPress plugin, [Bitly URL Shortener](#), has almost 10k 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.

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 for 1400+ students.

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>
- <http://payoke.in>
- <https://stackoverflow.com/users/7313719/rakesh-roy>
- <https://www.linkedin.com/in/royrakesh>
- <https://github.com/codehaveli>
- <https://gallarii.com>

HOW TO REACH ME

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Lead WordPress Developer

Appycodes

Feb 2016 to Aug 2023

Siliguri, West Bengal, India · Onsite

As a Lead Developer, I managed up to three concurrent WordPress projects, overseeing a team of four developers and coordinating with external teams. I handled a variety of enterprise-level assignments, excelling in theme and plugin development, website customization, responsive design, and performance optimization.

Project Highlights

- Led and managed up to 2 concurrent WordPress projects with a focus on high-traffic eCommerce sites, overseeing a team of 4 developers and coordinating effectively with external teams.
- Developed a custom WooCommerce payment gateway using Stripe, implementing the Buy Now, Pay Later (BNPL) feature for a B2B eCommerce site. This enhancement resulted in a 25% increase in user payments and improved cash collection
- Engineered a seamless Shopify integration with WooCommerce to automatically sync product data from Shopify to WooCommerce, reducing manual data entry efforts by 20% and ensuring real-time product updates.
- Directed a diverse range of enterprise-level WordPress projects, specializing in theme and plugin development, website customization, responsive design, and performance optimization for enhanced user experience and website efficiency
- Built custom WordPress site from scratch with top-notch animations using Barba.js and GSAP for smooth, dynamic transitions.

KEY PROJECTS

- [MarkMonitor.com](#) – Full Redesign and Performance Optimization
- [WebsiteBuilder.com](#) – Rapid Development from Scratch using custom WordPress Block.
- [HostGator.com](#) Blog migration and speed Optimization
- [Create.com](#) – BNPL (Buy Now, Pay Later) Payment System Integration
- [BlueHost.com](#) Blog performance improvement and localization