

# RAKESH ROY

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Associate Engineering Manager | WP Plugin Author | 9+ Yrs | Atlassian-Certified PM

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## SUMMARY

Engineering Leader with 9+ years of experience in PHP, WordPress, and cloud-based web solutions. Currently driving technical strategy and execution for customer-facing platforms across global brands. Skilled in building high-performance websites, optimizing user experience, and leading teams to deliver scalable, business-focused solutions. Committed to clean code, modern practices, and impactful collaboration in fast-paced environments.

## SPECIALIZATION

- Technical Leadership & Architecture Design
- End-to-End CI/CD Implementation
- Performance Engineering for Customer-Facing Platforms
- Cross-Functional Team Collaboration & Mentorship
- Block-Based WordPress Development

## 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 Engineering, Associate Manager

Newfold Digital

April 2025 to Present

Mumbai, Maharashtra, India · Remote

I lead the engineering efforts for customer-facing platforms, including blogs and front site for key brands like BigRock, HostGator, MarkMonitor, Bluehost, Digital Pacific, and Network Solutions.

I collaborate with a talented team, driving technical direction, architecture, and hands-on execution using a modern stack: PHP, React, WordPress, Jenkins, CI/CD, SonarQube, Oracle Cloud Infrastructure (OCI), and OKD.

### Software Engineer

Newfold Digital

Sept 2023 to March 2025

Mumbai, Maharashtra, India · Remote

As a Software Engineer at Newfold Digital, I am responsible for creating and maintaining websites and web applications for our global brands. I 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.
- 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.
- 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.

## 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
- [Creoate.com](#) – BNPL (Buy Now, Pay Later) Payment System from scratch, different automation system and various third-party integration.
- [BlueHost.com](#) Blog performance improvement and localization

## OPEN SOURCE CONTRIBUTION

- My WordPress plugin, [Bitly URL Shortener](#), has almost 11k 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>
- <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.

## 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.