

658, KOVIL STREET , THIRUVARANKULAM,
PUDUKKOTTAI, PIN CODE -622303,
7010678209 , 9095482050,
ganeshkuttty28@gmail.com

GANESAN. A

Web Developer

SKILLS

- **Web Development:** Full-Stack Development, Responsive Design, Cross-Browser Compatibility, Website Optimization
- **Front-End Technologies:** HTML5, CSS3, JavaScript , JQuery, Bootstrap, Responsive Web Design & Photoshop
- **Back-End Technologies:** PHP, RESTful APIs, MySQL, CMS Integration
- **Content Management Systems (CMS):** WordPress, Magento
- **SEO & Accessibility:** Semantic HTML, Core Web Vitals, Technical SEO
- **Version Control:** GitHub, Bitbucket
- **Frameworks & Libraries:** React
- **Performance & Debugging:** Chrome DevTools, Lighthouse, PageSpeed Insights, Webpack
- **For Google Optimize SEO:** Google Tag Manager, Google Search Console, Google Analytics, Google Insights, Google Merchant Center
- **Agile & Collaboration:** Agile, Jira, Confluence, Slack, Mattermost...
- **Soft Skills:** Problem Solving, Communication, Attention to Detail, Remote Team Collaboration

WordPress Development

- Custom Theme Development using PHP, HTML5, CSS3, JavaScript
- WordPress Hooks, Filters, Actions, and WP Query Customization
- Child Theme Development (UnderStrap, Hello Theme, etc.)
- Gutenberg Block Customization and Advanced Custom Fields (ACF)

- WooCommerce Customization – Cart, Checkout, Product Templates
- Plugin Integration and Development
- REST API Integration with WordPress
- Multisite Setup and Management
- WordPress Security, Backup, and Maintenance
- Performance Optimization (Caching, Lazy Loading, Database Tuning)
- SEO Best Practices, Structured Data, Google Tag Manager Integration
- Elementor, WPBakery (basic usage if needed), but prefers **code-first** approach
- Google PageSpeed Insights, GTmetrix Optimization Techniques
- Experience with Hosting Platforms (cPanel, Plesk, Cloudways, SiteGround)

And More..

EXPERIENCE

Web developer (wordpress) in Macnus Technologies for 01 Jan 2016 - 31 May 2016

Web Site (Designer and wordpress Developer) in Fugen Technologies, Fugen Technologies for 01 June 2016 -10 June 2017

Web Site (Designer and wordpress Developer) in Deenz Technologies For 13 June 2017 - 02 Jan 2019

Web Site (Designer and wordpress Developer) in Cloud Age Technologies For 05 Jan 2019 - 14 May 2021

Frontend Developer & Wordpress , Magento, Woocommerce Developer And Web App Dev Dpay Technologies 20 May 2021 - 31 Jan 2022

Currently Working In Twinspark Technologies Position Frontend Developer, Figma to HTML , Figma to Wordpress ,Backend Hooks, Web App, Server Deploy and Maintain, Team Handling And More For 02 Feb 2022 - Till Now

PROJECTS

I have worked on 500+ websites across various industries, including e-commerce, healthcare, CSS, Bootstrap, and marketing tools. Below are a few selected projects that demonstrate my expertise in WordPress development, custom theme creation, WooCommerce, and performance optimization and more.

E-COMMERCE PROJECTS

1. Fluidyne Industrial Products E-Commerce Website

WooCommerce, Elementor, PHP, Google Tag Manager

Website: <https://fluidyne.com/>

- Designed and developed a customized WooCommerce-based e-commerce website using **WordPress** and **Elementor** for a leading industrial equipment manufacturer.
- Built and styled custom product templates, shopping cart, and checkout experience tailored to client requirements.
- Integrated **multiple payment gateways** to support secure transactions and enhance user experience.
- Implemented **Google Tag Manager** and structured schema to improve **Google PageSpeed Insights** scores and SEO performance.
- Regularly maintained and optimized the website for **speed, accessibility, and security**, ensuring consistent performance and reliability.
- Ensured responsive design across devices and improved conversion flow using user behavior analytics.

2. Randy's Transmissions Online Store

WooCommerce, PHP, WordPress Hooks, UnderStrap

Website: <https://randys-transmissions.com/>

- Developed a fully customized **WooCommerce** e-commerce site using **WordPress core functions** and the **UnderStrap child theme**, without reliance on visual builders like Elementor.
- Leveraged **WordPress hooks and filters** to implement advanced features and extend core WooCommerce functionality.
- Designed and coded all templates manually for full control over layout, responsiveness, and performance.
- Integrated secure **payment gateways**, optimized cart and checkout flows, and ensured a seamless user experience.
- Implemented **SEO best practices, Google Tag Manager**, and schema markup to boost site visibility and analytics tracking.
- Performed ongoing maintenance, security updates, and performance optimizations in alignment with Core Web Vitals.

DYNAMIC WEBSITE PROJECTS

1. GoClear Orthodontics

Custom Theme, PHP, JavaScript, SEO

Website: <https://goclearorthodontics.com/>

Developed a fully custom WordPress theme without page builders, ensuring full control over structure and performance.

Built reusable components using WordPress loops, custom fields, and theme templates.

Optimized for speed, responsiveness, and SEO, achieving high scores in Google PageSpeed Insights.

Implemented Google Tag Manager and schema for improved tracking and search visibility.

Maintained accessibility and cross-device compatibility.

2. GoKids Pediatric Dentistry

Custom Theme, Performance Optimization

Website: <https://gokidspediatricdentistry.com/>

Created a responsive, user-friendly WordPress website using a lightweight custom-coded theme.

Applied SEO best practices and clean semantic HTML for enhanced indexing.

Integrated Google Analytics and Tag Manager for performance and behavior tracking.

Delivered ongoing technical support and enhancements.

3. Levine Hearing

Custom Theme, Accessibility Focus

Website: <https://levinehearing.com/>

Developed a dynamic website with a custom theme structure, optimized for fast load times and clarity.

Ensured responsive design.

Optimized metadata and on-page elements to support local SEO for medical services.

4. McKee Dental

Theme Development, SEO & Analytics Integration

Website: <https://mckeedental.com/>

Designed and implemented a clean, fast-loading custom WordPress site focused on patient engagement.

Embedded schema markup and integrated Google Tag Manager and tracking tools.

Ensured fast performance with minimal plugin usage and custom-coded functionality.

5. Go Dental Brands

Custom Theme, Technical SEO, Mobile Optimization

Website: <https://godentalbrands.com/>

Built and maintained a scalable, custom-coded WordPress site for a dental brand group.

Prioritized mobile-first design, technical SEO, and performance optimization.

Used custom post types and fields to support dynamic content management.

Conducted regular updates, audits, and performance tuning.

EDUCATION

Sudharsan Arts & Science College, Pudukkottai — *BCA(passed out 70%)*

June 2012 - April 2015, PUDUKKOTTAI

AREAS OF INTERNET

Web Development

Front-End & Back-End Development

Content Management Systems (CMS)

E-commerce Platforms

Web Design

E-Commerce

Online Stores & Marketplaces

Payment Gateway Integration

Digital Product Sales

Digital Marketing

SEO (Search Engine Optimization)

Email Marketing

Web Hosting & Domain Services

Shared, VPS, Cloud Hosting

Domain Registration & DNS Management

SSL Certificates & Site Security

PERSONAL SUMMARY

A passionate and results-driven **WordPress Developer** with extensive experience building, customizing, and optimizing websites for a wide range of clients and industries. Skilled in developing fully responsive, SEO-friendly, and high-performance websites using custom themes, WordPress hooks, and modern development practices.

Proficient in both front-end and back-end development, with hands-on expertise in **WooCommerce, Elementor, custom-coded themes, and third-party integrations** such as Google Tag Manager and payment gateways. Known for delivering clean, maintainable code and consistently meeting project deadlines.

Dedicated to staying up to date with the latest trends in web development and always striving to improve user experience and website performance. Seeking a challenging **WordPress Developer position** where I can contribute technical expertise and continue growing professionally.