

MANIKANDAN V

Web Developer

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Profile

Results-driven WordPress Developer with 2.6 years of hands-on experience building responsive, SEO-optimized, and high-converting websites. Proven expertise in custom theme development, WooCommerce integration, and performance optimization. Skilled in working with Elementor, WPBakery, and marketing automation tools like WATI, Pabbly, and WhatsApp API. Successfully delivered 55+ projects across e-commerce, lead generation, and service-based sectors. Adept at collaborating with clients, integrating APIs, and solving complex front-end and back-end challenges with clean, maintainable code.

CORE COMPETENCIES

Custom WordPress Theme & Plugin Development - WooCommerce Store Setup & Optimization - Technical SEO & Structured Data Implementation - Website Speed Optimization & Core Web Vitals - Elementor, WPBakery, and ShopEngine Expertise - Third-party API Integration (WATI, MSG91, Gallabox) - Marketing Automation with Pabbly, WhatsApp API - Git, cPanel, Hosting & DNS Management

Professional Experience

Web Developer [Wonkrew - Satz Venture Pvt Ltd]

Chennai, TN 01/2023 – 06/2025 - Present

- Developed and customized over 55+ websites using WordPress, Shopify Webflow and WIX.
- Built responsive landing pages with Elementor and custom CSS/JS to boost user engagement.
- Integrated third-party tools (WATI, Pabbly, MSG91, Gallabox) to automate lead generation and CRM tasks.
- Worked on performance optimization to achieve 90+ scores on Google PageSpeed Insights.
- Created WooCommerce product pages, pre-order systems, and checkout optimizations.
- Managed SEO audits and implemented schema, sitemap, and meta strategies for better search visibility.
- Developed web apps with React and Next.js to enhance user interaction.
- Ensured cross-browser compatibility, mobile responsiveness, and accessibility compliance.
- Developed a custom plugin to calculate dynamic shipping charges.
- Integrated Razorpay and PayPal for secure checkout.
- Automated stock management and created custom thank-you workflows.
- Built the site using Hello theme + Elementor Pro for performance.
- Developed a lead capture system integrated with Google Sheets and WhatsApp API.
- Structured blog with RankMath to boost organic SEO and local discovery.
- Custom plugin for dynamic shipping charges
- Built using Hello theme + Elementor Pro
- Lead funnel integrated with WhatsApp and Google Sheets

Education

BE – Computer Science Engineering

Mahath Amma Insititute of Engineering and Technology

Pudukkottai 2016- 2020

Courses & Certifications

Selenium WebDriver with Core Java - Selenium Automation Testing

Chennai 2020- 2021

Career Guidance Technology - Chennai

Skills

- **Web Development:** HTML5, CSS3, JavaScript, PHP, MySQL, AJAX, JSON, XML
- **Frameworks & Libraries:** React.js, Next.js, jQuery, Bootstrap, Tailwind CSS, Framer Motion
- **CMS & E-commerce Platforms:** WordPress (Custom Themes & Plugins), WooCommerce, Shopify, Elementor, WPBakery, ShopEngine, Oxygen Builder
- **Backend & APIs:** Node.js (Basic), Express.js (Basic), REST APIs, Firebase (Auth & DB), Google Sheets API, Custom API Integration
- **Tools & Workflow Automation:** Pabbly Connect, WATI, Gallabox, MSG91, Make (Integromat), Zapier, WhatsApp Business API
- **DevOps & Hosting:** cPanel, WHM, FTP, DNS Management, Cloudflare, Git, GitHub, SSH
- **SEO & Analytics:** Technical SEO, On-Page SEO, Off-Page SEO, Google Search Console, Google Analytics 4, SEMrush (Basic), RankMath, Yoast SEO
- **Design Tools:** Figma, Adobe XD, Canva, Photoshop (Basic)
- **Performance & Testing:** Google PageSpeed Insights, GTmetrix, Lighthouse, Responsive Design Testing, Cross-Browser Testing
- **Version Control & Collaboration:** Git, GitHub, Bitbucket, Trello, ClickUp, Notion, Slack

Languages

- **Tamil** [Native]
- **English** [Expert]