

# ASHOK KUMAR.M

## SOFTWARE DEVELOPER

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### PROFILE

Software Developer with 2 years 4 months' experience in PHP, React JS, WordPress, and JavaScript. Skilled in REST APIs, MVC, MySQL, and responsive UI development. Proven ability to deliver high-quality, client-focused web applications.

### TECHNICAL SKILLS

Core PHP	WordPress	Bootstrap 4/5
React JS,	HTML5	jQuery
JavaScript	CSS3,	MySQL
Automation Testing	Visual Studio	REST API Integration Git

### PROFESSIONAL EXPERIENCE

#### Rifluxys Software Pvt Ltd. - Software Developer

(Sep 2022 - Feb 2025)

Designed and developed responsive websites and templates for BreakthroughBroker and YourMarketing projects, including postcards, letters, social posts, and open house items. Implemented MLS integration, address mapping, direct mail services, and REST API integrations with MySQL using JavaScript, jQuery, HTML5, CSS, WordPress, and Bootstrap. Migrated legacy templates to modern responsive versions, performed testing, and delivered demos and weekly reports to U.S. clients and stakeholders.

### PROJECTS

#### Breakthroughbroker: <https://www.breakthroughbroker.com/>

- Redesigned and modernized the platform using PHP, MySQL, JavaScript, jQuery, HTML5, CSS3, and Bootstrap, Wordpress
- Managed a large-scale product catalog and streamlined content updates.
- Built responsive marketing templates (flyers, brochures, postcards, social posts) to support real estate agents.
- Integrated APIs for personalized content generation and real-time data updates.
- Enhanced performance and cross-device compatibility, improving user experience. Breakthrough Broker (U.S. Client):
- Delivered and maintained 1 00+ real estate websites with client-specific features.
- Implemented MLS integration and Google Maps-based property search for accurate listings.
- Developed self-service marketing templates with automation for printing, mailing, Facebook publishing, png/pdf.
- Improved UI/UX to increase user adoption and client satisfaction.
- Collaborated with U.S. stakeholders for requirement gathering, demos, and progress reports.

### TEMPLATE MIGRATION PROJECT:

- Migrated over 200+ templates into modern, mobile-first responsive designs using Bootstrap 5 and JavaScript.
- Introduced a modular design system to reduce development and maintenance efforts.
- Added interactive UI components such as form validation and dynamic fields.
- Conducted unit, integration, and automation testing to ensure high-quality releases.
- Documented best practices and provided training for smooth handover to new developers.

### EDUCATION:

Einstein Engineering College, Tirunelveli (B.E.) <b>60%</b>	2017
HNUC Hr Sec School, Puliangudi (HSC), <b>62%</b>	2013
HNUC Hr Sec School, Puliangudi (SSLC), <b>69.4%</b>	2011