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Education

Bachelor of Engineering Computer Science

Gnanamani College Of Technology

2016 - 2020

Languages

English

Tamil

Hindi (Partially Read & Write)

Expertise

Technical Leadership | Team Management | PHP | MySQL | WordPress | WHMCS | JavaScript | jQuery | HTML5 | CSS3 | Bootstrap | Tailwind CSS | N8n | API Integrations | AI Website Builder | Agile | Scrum | Git | CI/CD | Cloud Hosting | SEO Optimization | Plugin Development

POOVARASAN PM

Technical Lead

Profile

Technical Lead and Senior Full Stack Developer with over 5 years of professional experience in PHP, WordPress, and modern web technologies. Expertise in building scalable web applications, leading teams, and delivering projects on time using Agile and Scrum methodologies. Proficient in system architecture design, API integrations, and managing cross-functional collaboration between developers, UI/UX, SEO, and content teams.

Work Experience

2023 -
Present

WEBSITE LEARNERS / GRAVITYWRITE - Chennai

Technical Lead | Senior Software Developer

- Lead the WordPress and AI web automation teams, delivering multiple tools and integrations for website automation.
- Managed 4+ developers and collaborated with UI/UX, SEO, and YouTube teams for feature implementation and optimization.
- Built custom WHMCS checkout tools and WordPress Plugin for AI-based website builders.
- Developed N8n custom modules and workflows for automating content creation, post publishing, and data management.
- Integrated third-party APIs using authorized application methods for publishing automation.
- Designed and implemented search, listing, and banner design modules for enhanced user experience.
- Coordinated with hosting support teams to resolve WordPress client issues efficiently.
- Contributed to SEO-friendly web pages and performance optimization to improve site ranking and visibility.

2020 -
2023

VINSINFO - Chennai

Senior Software Developer

- Managed end-to-end development lifecycle for multiple client projects.
- Led a team of 4 developers, conducted code reviews, and improved system scalability by 30%.
- Built and maintained responsive WordPress and PHP-based web applications with optimized MySQL queries.
- Designed custom modules, dashboards, and admin panels using HTML5, CSS3, and jQuery.
- Implemented Git version control and introduced CI/CD best practices for smoother deployment cycles.