

Rohit Kumar

Senior Software Engg | Incnut Digital | CMS & WordPress Specialist | PHP | PYTHON | JavaScript | GitHub Copilot

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Summary

Senior Software Developer with **11+ years of experience** delivering **scalable, high-performance CMS platforms and web applications** for millions of users. Specialized in **WordPress architecture, WooCommerce development, PHP, MySQL, PostgreSQL, Python and full-stack solutions**, with proven expertise in **performance tuning and automation**.

Key expertise and tools include:

- **Content Management (CMS)** – WordPress architecture, WooCommerce, content workflows, and custom solutions
- **Languages** – PHP, Python, JavaScript (ES6+), HTML5, CSS3, jQuery
- **Databases** – MySQL and PostgreSQL, with experience in database design, optimization, and query performance tuning
- **RESTful APIs** – scalable API development and integration
- **Agile/Scrum** – experienced in collaborative, iterative workflows
- **Version control** – Git/GitHub for streamlined code management
- **CI/CD** – automation for faster and reliable deployment
- **Performance tuning** – optimizing applications for speed and efficiency
- **Design collaboration** – proficient with Figma for translating UI/UX designs into responsive WordPress and PHP implementations
- **AI tools** – **Certified Generative AI Mastermind**, leveraging **GitHub Copilot, ChatGPT & Google Gemini** to:
 - Speed up coding
 - Enhance quality
 - Support team learning

I thrive on building robust systems and improving team productivity with smart tools and clean processes.

Work Experience

Incnut Digital (MomJunction)

Hyderabad, India

Senior Full-Stack Developer (PHP)

Apr 2019 - June 2025

- Designed and deployed scalable **WordPress** solutions for **large-scale** websites, achieving **millions** of users monthly.
- Built and integrated custom **tools** (calculators, worksheets, and review systems) to enhance site features and user experience.
- Collaborated with design teams using **Figma** to convert UI/UX prototypes into fully functional, pixel-perfect WordPress components.
- Designed a **secure and optimized architecture**, improving page load time by **40%**.
- Enhanced code quality through **code reviews**, mentoring juniors, and promoting clean coding practices.
- Managed deployments using **Git, SVN, FTP** and **cPanel** with minimal downtime.
- Enhanced **CI/CD pipeline** efficiency by strategic collaboration with QA and DevOps teams to automate **testing** and implement **best practices**, reducing **deployment time**.
- Accelerated development using **GitHub Copilot** and **ChatGPT** for faster code generation, documentation, and debugging.

- Utilized **Copilot and ChatGPT** to **mentor junior developers**, providing real-time code suggestions and best practice examples.
- Used **prompt engineering** to generate optimized code snippets, automate repetitive tasks, and assist with **API documentation**.
- Utilized **Python scripts** to automate **add, edit, and modify WordPress posts** via REST API, improving content management efficiency.
- **Integrated REST and AI-powered APIs with n8n automation workflows** to enable intelligent content operations — fetching real-time Twitter data, generating AI-based posts and images, and auto-publishing to WordPress via Python scripts.

Key Skills: PHP, WordPress, Laravel, REST API, JavaScript, jQuery, MySQL, HTML5, CSS3, Git, GitHub Copilot, ChatGPT

Key Projects:

■ **Stylecraze**

- **Overview:** A multilingual health and styling blog featuring articles in English, Hindi, Bengali, Tamil, and Telugu. Users can use interactive calculators, write product reviews with pros and cons, and earn badges.

- **Role Played:** Developer

- **Responsibilities:** Architected and developed multilingual WordPress CMS, coded custom plugins & API-integrated calculators, performed manual testing, optimized site speed by 40%

- **Website URL:** <https://www.stylecraze.com>

■ **Momjunction**

- **Overview:** A parenting-focused blogging site offering content for mothers and children in multiple languages. Features include tools, product reviews, stories (Kahaniya), drawing activities, and educational worksheets.

- **Role Played:** Developer

- **Responsibilities:** Designed CMS architecture and coded scalable WordPress modules, enhanced content workflows, performed manual testing, optimized performance for millions of users

- **Website URL:** <https://www.momjunction.com>

■ **Bollywoodcraze**

- **Overview:** An automated content platform built using n8n to fetch tweets from actors, actresses, and directors. The tweets are converted into WordPress posts, with AI-generated featured images for real-time engaging content.

- **Role Played:** Developer

- **Responsibilities:** Architected and coded secure WordPress CMS, automated content publishing with AI-generated images, performed manual testing, optimized real-time ingestion & SEO for high-traffic handling

- **Website URL:** <https://www.bollywoodcraze.com>

Beta Test Solutions Pvt. Ltd.

 Bengaluru, India

Software Programmer(PHP)

Jun 2018 - Mar 2019

- Delivered responsive, high-performing **WooCommerce** and **content-based** platforms.
- Enhanced user experience by **integrating** APIs for seamless interaction and **client product catalog** management.
- Collaborated with QA to resolve **cross-browser** testing and debugging issues.

Key Skills: PHP, Wordpress, JavaScript, HTML5, CSS3, jQuery, MySQL

Key Projects:

■ Zeninamoment

• **Overview:** A WordPress-based coaching platform where users can explore and subscribe to premium tutorials. After secure payment, users gain access to structured learning content with protected access and user-friendly navigation.

- **Role Played:** Developer
- **Responsibilities:** Documentation, Coding & Testing
- **Website URL:** <https://zeninamoment.com>

■ Earthkind

• **Overview:** EarthKind is a WordPress-powered e-commerce website focused on selling eco-friendly pest control products. The platform offers a wide range of pesticides, each with a dedicated information section detailing usage, benefits, and safety guidelines. Designed for both shopping and education.

- **Role Played:** Developer
- **Responsibilities:** Documentation, Coding & Testing
- **Website URL:** <https://www.earthkind.com>

■ Stevefarber

• **Overview:** A biographical WordPress website where the client shares updates, professional events, and leadership initiatives. Followers can stay informed about speaking engagements and published works.

- **Role Played:** Developer
- **Responsibilities:** Documentation, Coding & Testing
- **Website URL:** <https://www.stevefarber.com>

Reubro International

📍 Kochi, India

Software Developer (PHP)

Apr 2014 - May 2018

- Spearheaded **full-cycle development** for **10+** websites, delivering seamless **frontend** and **backend** solutions.
- Designed and implemented robust **MySQL** backends for scalable booking systems, blogs, and internal portals.
- Designed **responsive UI**, achieving **cross-browser** and **device** compatibility for all users.
- Enhanced the **skills** of junior developers through tailored training programs, resulting in improvement in SEO rankings and boost in application performance.
- Led **Manual Testing** team to deliver high-quality results.

Key Skills: PHP, Wordpress, WooCommerce, JavaScript, Drupal-8, HTML5, CSS3, jQuery, MySQL

Key Projects:

■ Sundance

• **Overview:** A WordPress-powered platform where users can purchase or rent boats. Boat owners can register and list their boats, while customers can browse, connect with dealers, and book online.

- **Role Played:** Developer
- **Responsibilities:** Documentation, Coding & Testing
- **Website URL:** <https://www.sundanceboats.com/>

■ Esports (Mullingar RFC)

• **Overview:** A WordPress multisite solution for managing multiple game club websites. Each club showcases match results, fixtures, team info (seniors/youth), coaching videos, and includes an enquiry feature.

- **Role Played:** Developer
- **Responsibilities:** Documentation, Coding & Testing
- **Website URL:** <https://www.mullingarrfc.ie/>

■ FirstPawn

• **Overview:** A WordPress multisite e-commerce platform enabling centralized management of multiple pawn shop locations. Super admin manages all store locations from a single dashboard.

- **Role Played:** Developer, Project In-Charge
- **Responsibilities:** Website Architecture Design, Documentation, Coding & Testing
- **Website URL:** <https://firstpawn.com/>

■ Indian River Lagoon

• **Overview:** A Drupal-based travel site listing popular visiting spots in the Indian River Lagoon area. Includes sections for kids' activities and online games for family engagement.

- **Role Played:** Developer, Project In-Charge
- **Responsibilities:** Website Architecture Design, Documentation, Coding & Testing
- **Website URL:** <http://www.indianriverlagoonbyway.com/>

■ Restaurant (Zayt & Zaatar)

• **Overview:** An online food ordering and table reservation system built in WordPress. Supports table booking, food/catering orders, and digital receipts for Zayt & Zaatar restaurant.

- **Role Played:** Developer, Project In-Charge
- **Responsibilities:** Website Architecture Design, Documentation, Coding & Testing
- **Website URL:** <http://zaytandzaatar.com.au/>

■ Jiwok Blog

• **Overview:** A WordPress blogging platform for publishing, commenting, and sharing posts. Users can filter blog content by authors or categories.

- **Role Played:** Developer, Project In-Charge
- **Responsibilities:** Website Architecture Design, Documentation, Coding & Testing
- **Website URL:** <https://www.jiwok.com/blog/>

■ Reubro Internal Portal

• **Overview:** An internal enterprise solution hosted on Reubro's local server. It manages employee records, leaves, notifications, finances, projects, document storage, and internal chat.

- **Role Played:** Developer, Project In-Charge
- **Responsibilities:** Website Architecture Design, Documentation, Coding & Testing

Technical Skills & Tools

Programming & Scripting:

PHP (Core & Advanced) | Python | JavaScript (ES6+) | HTML5 | CSS3 | jQuery | REST APIs

CMS & Platforms:

WordPress (Custom Themes | Plugins | Multisite) | CMS Architecture | Content Management | Content Workflow Optimization | WooCommerce

Database:

MySQL | phpMyAdmin | Query Optimization

Web Performance & Optimization:

Performance Tuning | Caching Strategies | SEO Optimization | Page Speed Enhancement

DevOps & Version Control:

Git | GitHub | SVN | CI/CD Pipelines (GitHub Actions) | FTP | cPanel | Secure Deployment

API & Integrations:

RESTful API Development | JSON | Third-Party API Integrations

AI & Automation:

GitHub Copilot (AI-powered coding assistant) | ChatGPT | Google Gemini | n8n (Workflow Automation) | Prompt Engineering

Methodologies & Practices:

Certifications & Achievements

- **Generative AI Mastermind – Outskill (2025)**

Specialized in integrating AI into web development, workflow automation, and prompt engineering for accelerated delivery and code quality.

- **Industrial Training – TATA CMC, Bhopal**

Hands-on experience in enterprise software development and project implementation.

- **IEEE National Conference RTC11 – Participant**

Presented work on emerging technologies in software development.

- **Microsoft DreamSpark 2012 – Participant**

Engaged in real-world software innovation and developer tools exploration.

Education

Bachelor of Engg. (B.E), Computer Science

2008 - 2012

Rajiv Gandhi Proudyogiki Vishwavidyalaya 📍 Bhopal (M.P)

67.5%

Senior Secondary (11-12th)

2006 - 2008

Bihar School Examination Board 📍 Patna (Bihar)

63%

Secondary (10th)

2005 - 2006

Bihar School Examination Board 📍 Patna (Bihar)

69%

Personal Details

- Date of Birth: 11th Feb 1992
- Nationality: Indian
- Languages: English, Hindi, Regional
- Hobbies: Yoga, Traveling

Areas of Interest

- Full Stack Web Development
- RESTful API Design & Integration
- CMS Architecture & Optimization
- Scalable Web Systems & Performance Tuning
- Team Leadership & Mentorship