

Muthu Subramanian M

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SUMMARY

Software engineer with 2+ years of expertise in WordPress, WooCommerce, and PHP development. Strong capabilities in custom plugin creation, theme enhancement, and complex issue resolution. Proficient in optimizing website functionality and integrating payment solutions such as Klarna and Stripe. Achieves high client satisfaction by providing effective, SEO-friendly e-commerce solutions tailored to client specifications.

EXPERIENCE

Software Engineer, 01/2024 - Current

Codem Inc - Tirunelveli

- Developed and enhanced **WordPress and WooCommerce e-commerce platforms** using **PHP, JavaScript, jQuery, HTML, CSS, and MySQL**, delivering **120+ feature enhancements and bug fixes per year** across multiple high traffic production websites.
- Contributed to a **major WooCommerce checkout revamp**, improving checkout flow and frontend behavior utilizing **WordPress & WooCommerce Hooks & Custom Plugins**, reducing checkout processing time by **5%**.
- Modified **shipping API logic for frontend rate adjustments** and implemented a **Vertex Tax API-based tax exemption workflow**, improving checkout accuracy and supporting **40+ tax-exempt transactions per month** while ensuring compliant tax handling.
- Built and extended **custom WordPress plugins and theme components**, including a configurable **banner plugin with popup functionality**, enabling marketing teams to launch **50+ promotional campaigns without code deployments**.
- Developed custom homepage and blog templates using **WPBakery and Elementor**, translating design requirements into responsive WordPress layouts and optimizing page structure, resulting in **lighter pages and a ~30-40% increase in site traffic**.
- Implemented multiple **SEO improvements** including heading structure optimization, content layout fixes, and technical SEO updates, contributing to **~20% improvement in search visibility and organic traffic**.
- Improved **Core Web Vitals and PageSpeed performance** by optimizing HTML structure, reducing page payload, implementing image compression, and configuring caching and asset optimization using **WP Rocket, Autoptimize, and Imagify plugins**, increasing PageSpeed scores from **~55 to 85-90**.
- Resolved **PCI compliance security issues in WooCommerce environments**, strengthening payment security and achieving **100% compliance with required PCI security checks**.
- Enhanced the **website's homepage with compelling visuals** and clear calls to action, attracting **5000+ new leads** through optimized SEO content and improved user interface design.
- Collaborated with cross-functional teams using **Jira for ticket management** and **Git for version control**, delivering features and fixes across **development, staging, and production environments**.

PHP Developer - Intern, 07/2023 - 12/2023

Codem Inc - Tirunelveli

SKILLS

Programming Languages

PHP, JavaScript, Java, Python, C

Web Technologies

HTML5, CSS3, jQuery, AJAX

CMS & E-commerce Platforms

WordPress, WooCommerce

WordPress Development

Custom Plugin Development, Theme

Customization, WooCommerce

Customization, WordPress Hooks

(Actions & Filters), Custom Post Types,

Custom Taxonomies

Page Builders

WPBakery Page Builder, Elementor

Search & Optimization

ElasticPress, SEO Optimization,

Performance Tuning

Database Management

MySQL

Tools

Git, Jira, Postman

API & Integrations

REST API Integration, 3rd Party Reviews

Plugins(Yotpo, Review.io), Payment

Gateway Integration (Stripe, Klarna,

CyberSource)

Hosting & Deployment

WP Engine

EDUCATION

Bachelor's : Computer Science, 05/2023

Vel Tech Multi Tech Dr.Rangarajan

Dr.Sakunthala Engineering College -

Chennai

CGPA: 9.06/10

- Developed a **mini e-commerce application** using **PHP and MySQL**, implementing product management functionality for admin and customer views.
- Improved application usability by adding **product management features and database operations**.
- Participated in **code reviews and documentation**, ensuring maintainable code and clear development guidelines.

Java Full Stack Developer Intern, 01/2023 - 04/2023

Virtusa Corporation - Chennai, India

- Developed a **full-stack CRUD web application** using **Core Java, Spring Boot, Angular, and SQL**, implementing backend APIs and frontend components.
- Built and tested **RESTful services and database operations**, gaining hands-on experience in full-stack application development.

ACCOMPLISHMENTS

WooCommerce Barcode Generator - Plugin

<https://github.com/Muthusubramanian1008/wc-product-barcode>

Developed WooCommerce Barcode Generator that adds fast, reliable barcode management to store admin. Generate, preview, download, and bulk-export barcodes for products and variations - built with WordPress/WooCommerce best practices., picqer/php-barcode-generator(PHP Library)

WEBSITES, PORTFOLIOS AND PROFILES

[linkedin.com/in/muthu-subramanian-m/](https://www.linkedin.com/in/muthu-subramanian-m/)