

DHINAKARAN

Software Developer

☎ 908 071 6002

✉ dhinakaranr1107@gmail.com

📍 Namakkal, India

🌐 /in/dhinakaran-rajendran-bb1818213/

SUMMARY

Dedicated **Web Developer** with 5 years of experience in **WordPress, PHP, Frontend Development, WooCommerce, and SEO**. Specialized in creating and customizing websites using builders. Expertise in integrating WooCommerce features, improving website speed, and applying SEO techniques for better rankings. Proficient in PHP, HTML5, CSS3, JavaScript and Bootstrap for developing modern, responsive interfaces.

EXPERIENCE

9/2022 – Present **Software Developer** BrandCrock GMBH

- Developed and customized **WordPress themes and plugins leveraging PHP, JavaScript, HTML, CSS, and MySQL**, ensuring high-performance websites tailored to client requirements.
- **Built responsive and interactive UI designs** using **HTML5, CSS3, JavaScript, jQuery and Bootstrap** providing seamless cross-browser compatibility.
- **Created custom PHP functionalities and integrated REST APIs**, enhancing backend processes and enabling smooth communication with external services.
- Worked with page builders like **Elementor, WPBakery, Divi, and Oxygen Builder** to create attractive, user-centric designs aligned with project requirements.
- Integrated **XML sitemaps**, providing search engines with a comprehensive map of website content.
- **Enhanced website performance** by implementing caching mechanisms, optimizing database queries, and minimizing HTTP requests for faster load times.
- **Customized WooCommerce features**, including payment gateways, product management systems, and checkout processes using PHP hooks and filters.
- **Debugged and resolved PHP and JavaScript issues**, providing effective solutions to maintain flawless website performance.
- **Collaborated closely with designers and backend developers**, ensuring efficient integration of user-facing elements with server-side logic.

4/2021 – 8/2022 **Software Developer** Ingenium Digital

- **Built and customized WordPress websites** using page builders like **Elementor, WPBakery, Divi, and Oxygen Builder** to deliver attractive, responsive designs.
- **Configured and enhanced WooCommerce** functionalities, including product listings, payment gateways, and cart processes to ensure seamless user experience.
- **Applied SEO strategies**, including optimizing meta descriptions, XML sitemaps, schema markup, and improving website responsiveness for better search rankings.
- **Optimized website performance** through caching, reducing server load, and improving database efficiency for faster loading speeds.
- **Collaborated with designers** and developers to integrate design components effectively into WordPress websites.
- **Customized front-end elements** using **PHP, HTML5, CSS3, JavaScript, jQuery and Bootstrap** for modern, responsive interfaces.
- **Troubleshooted technical issues and provided support**, training clients to manage their websites independently.
- **Performed routine maintenance**, including updating plugins, themes, and conducting backups to ensure website stability and security.
- **Created responsive designs**, ensuring compatibility across different devices and browsers.

ACHIEVEMENTS

Achieved recognition as a Good Performer Award recipient in 2024 for demonstrating exceptional skills in WordPress.

SKILLS

HTML/CSS, PHP, JavaScript, Website Development, Shopify, Dolibarr, UI, Front-end development, WordPress Theme Development, Plugin Customization and Development, Responsive Design, Database Management, Version Control/Git, Troubleshooting and Debugging, Performance and Security, API Integration, Content Management, Payment Gateway, Website Maintenance, Woocommerce, SEO, Keyword Research, Schema Markup, Google Analytics, Google Search console, Google Tag Manager, Schema Markup, XML Sitemaps

EDUCATION

3/2017 - 3/2021 **BE - Computer Science and Engineering** Anna University
Sengunthar Engineering College, Tiruchengode

LANGUAGES

English , Tamil