

NITIN GUPTA

Software Engineer

CONTACT

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- Badlapur, Thane, MH, INDIA

SKILLS

- HTML
- CSS | (SASS, Tailwind)
- JavaScript
- jQuery
- PHP
- WordPress
 - Custom Theme
 - Custom Plugin
 - CPT & Taxonomy
 - ACF
 - Theme Builder (Divi, Avada, Elementor)
 - Custom Component Integration
 - WP-CLI
- PageSpeed, CWV, SEO
- GA, GTM
- Apps Script

EDUCATION

Bachelor of Computer Applications

Dr. CV Raman University
From Sahyog College of Management and IT Studies
CGPA - 8.33 | 2018 - 2021

Diploma in Computer Information Technology

Maharashtra State Board of Vocational Education Examinations, Mumbai
Marks - 66.34% | 2019 - 2020

HSC (12th)

Maharashtra State Board of Secondary and Higher Secondary Education, Mumbai
Science - PCM
Marks - 54.62% | 2018

SSC (10th)

Maharashtra State Board of Secondary and Higher Secondary Education, Mumbai
Marks - 76.40% | 2016

PROFILE

Experienced web developer with 3 years of expertise in custom WordPress development. Skilled in solving complex issues and adept at managing end-to-end projects for seamless execution.

Proficient in full-stack development with a strong focus on user experience and responsive design. Dedicated to delivering innovative, high-quality solutions that consistently exceed client expectations within dynamic team environments.

WORK EXPERIENCE

Software Engineer

Axioned

Sept 2021 - Present

- Developed and maintained WordPress sites with custom themes, plugins, and builders.
- Provided ongoing technical support for multiple projects.
- Collaborated with team members to solve complex issues and implement innovative solutions.
- Improved accessibility by adhering to WCAG guidelines.
- Optimized site speed and performance, significantly reducing page load times.
- Resolved GTM and GA issues, ensuring accurate tracking and reporting.

PROJECTS

Mobility Bathing Group Ltd. (PCIB, MobPlus, BSOL, BMAS):

- Managed and upgraded multiple WordPress sites for Mobility Bathing Group, including **Divi** and **Custom themes**, significantly improving site performance, accessibility, and SEO.
- Developed a **custom spam detection** solution for **Gravity Forms**, created plugins for update management, form submissions, and configured email alerts for it.
- Implemented user targeting and marketing campaign setups, utilizing consent tracking with **Google Analytics (GA)** and **Google Tag Manager (GTM)**.

MHPA's Campaign: A Look at the Numbers

- Created a WordPress site with **Custom theme** tailored to the client's specifications, focusing on multiple block components.
- Utilized **SASS** for advanced styling and configured **Gulp** for efficient CSS rendering.

Blueprint for Better Business

- Maintained and enhanced the Blueprint for Better Business LMS site, built on WP with the **LearnDash LMS** plugin and **Talemy** theme and **Elementor**.
- Overridden the LearnDash** plugin to fulfill client-specific requirements for course display and functionality.

GM Geeco Ltd.'s brand: The Mobility Furniture Company.

- Managed the site built using the **Avada theme** builder, implementing client-specific improvements and enhancements to tailor the site to their needs.
- Engineered and integrated **custom components** with Avada, elevating the site's features to deliver a personalized and dynamic user experience.

Panorama Global's Project: Pandemic Action Network

- Worked on the backend for Panorama Global's Pandemic Action Network site, utilizing **Gatsby** for the frontend and WordPress as a **headless CMS**.
- Managed backend operations by creating and maintaining posts and custom fields to align with client and frontend data requirements.

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ACHIEVEMENTS

Enhanced Page Speed

Boosted site page speed scores from 15 to 95 .

SEO Optimization

Improved site SEO, resulting in approximately 200% increase in web impressions and 70% increase in web clicks.

HACKATHON WINS

Axioned Hackathon - Feb 2024

Won Intra-Organizational hackathon with a project focused on time logging through descriptive input, utilizing OpenAI's GPT-4o model.

RECOGNITION

MVP Award

Most Valuable Player Award for the Core Value of OWNERSHIP.

PROCESS IMPROVEMENT PROJECT

Automated Page Speed Audit

- Developed an **AppScript** tool to automate Page Speed Audits by fetching data from **PageSpeed Insights API** and logging results in Google Sheets.
- Implemented email alerts for pages falling outside expected performance ranges, including **Core Web Vitals** (CWV) status.

Automated WP Configuration and Clone

- Developed an automation tool using **WP-CLI** to streamline WordPress configuration by specifying details in a config file, enabling **single-command setup** for user/admin credentials, WP version, and plugins.
- Additionally, created a version for **cloning sites** via a migration backup (`.wpress archive`) file, streamlining site duplication with minimal manual intervention.

OTHER PROJECTS

- Acclinate's Project: NOWINCLUDED
- Harvest Digital
- Understand Blood Cancer
- Qcoal Foundation

OTHER RESPONSIBILITIES

- Cross-Functional Collaboration:** Partnered with designers, product managers, and other stakeholders to translate complex requirements into actionable technical solutions, ensuring alignment with project objectives and deadlines.
- Security Assurance:** Implemented advanced security measures to safeguard site and data from potential threats and vulnerabilities, maintaining high standards of data protection.
- Process Improvement:** Identified areas for process optimization and introduced best practices to improve development workflows and team productivity.
- Performance Monitoring:** Monitored and analyzed system performance metrics to ensure reliability, scalability, and optimal user experience.
- Technical Documentation:** Created and maintained comprehensive technical documentation to support development, facilitate team collaboration, and ensure knowledge transfer.
- Innovative Solutions:** Explored and integrated cutting-edge technologies to optimize development processes and enhance project management efficiency.