

SURAJIT ROY

Backend-focused FULL STACK WORDPRESS DEVELOPER



PROFILE

Results-driven Lead Web Developer with **12+ years** of experience building scalable, high-performance web solutions. Expert in PHP, WordPress (**custom themes & plugins**), JavaScript, jQuery, and API integrations. Skilled at translating business goals into technical solutions and enhancing user experience through clean, maintainable code. Strong track record in leading distributed teams, optimizing workflows, and delivering projects on time. Over the past 9 years, I've specialized in building and maintaining WordPress sites for **U.S.-based senior living communities**, focusing on performance, accessibility, and CRM integrations.



CORE EXPERTISE

- **WordPress & PHP Development:** Skilled in custom plugin and theme development, converting static HTML into dynamic WordPress themes, and using hooks and filters for advanced customization.
- **Error & Security Fixing:** Experienced in troubleshooting site errors, performing malware cleanup, and strengthening WordPress security through tools like WordFence, SSL/HTTPS, and regular audits.
- **API & Integrations:** Proficient in setting up and maintaining API connections with CRMs and third-party services such as WelcomeHome, CallRail, TalkFurther, RealPage, and Zapier.
- **Performance Optimization:** Focused on improving Core Web Vitals, implementing caching solutions (NitroPack, WP Rocket, LiteSpeed), and reducing load times through code and database optimization.
- **WooCommerce & Site Setup:** Experienced in full WooCommerce configuration, including product setup, payments, and security (PayPal, Stripe).
- **Analytics & SEO:** Skilled in implementing schema markup, Google Analytics, Tag Manager, and conversion tracking integrations.
- **Page Builders:** Knowledge in Elementor, WPBakery, and Squarespace for creating engaging and responsive layouts.
- **Form Builders:** Proficient with Gravity Forms, Contact Form 7, and Advanced Custom Fields integrations.
- **Server & DNS Management:** Experienced in configuring domains, A records, SSL certificates, and hosting environments.
- **Industry Experience:** Nearly a decade of experience working on WordPress websites for senior living communities across the U.S., including CRM integrations, accessibility improvements, and performance optimization.
- **Automation & R&D:** Experienced with AI-driven tools (GPT, Gemini, Perplexity) for research, automation, and development enhancements.
- **Mobile App Knowledge:** Basic experience in mobile app development and deployment (published on [Google Play Store](#)).

CONTACT

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📍 India

SKILLS

Languages & Frameworks:

PHP, JavaScript, jQuery, AJAX, HTML5, CSS3, JSON, XML

WordPress & Platforms:

Custom Themes & Plugins, Elementor, WooCommerce, WPBakery, Squarespace, ACF, Gravity Forms, Contact Form 7

Databases & Backend:

MySQL, RESTful APIs, Server Configuration, cPanel, phpMyAdmin

Optimization & Security:

Core Web Vitals, SEO Basics, NitroPack, WP Rocket, WordFence, SSL/HTTPS, Security Audits

Integrations & Tools:

WelcomeHome CRM, CallRail, TalkFurther, RealPage, Zapier, Google Analytics, Tag Manager

Collaboration & Workflow:

Agile Development, Jira, Slack, Trello, Remote Team Coordination, Client Communication



EXPERIENCE SUMMARY

CCR Growth (Remote, USA) Lead Developer	JAN 2024 - PRESENT
Vinci Digital Marketing (Remote, USA) Lead Web Developer	Aug 2017 - Dec 2023
Indus Net Technologies (On Site, India) Software Engineer	Dec 2015 - Jul 2017
Brainium Information Technologies (India) Web Developer	Feb 2015 - Nov 2015
Simayaa Technologies (On Site, India) Web Developer	Jun 2013 - Feb 2015



EDUCATION

Bachelor's Degree in Business Administration (BBA) Sikkim Manipal University, Gangtok, India Grade A	2010 - 2013
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PERSONAL PROJECTS

SolveWP.in: WordPress & PHP tutorials, plugins, and web development tips — fully developed and managed independently.

MoreCalculators.com: Custom-built multi-calculator platform featuring responsive UI and optimized performance.



CERTIFICATIONS & TOOLS

- Slack, Jira, Trello, ClickUp, Asana, Google Workspace, Zoom, Zapier, Git/GitHub, cPanel, Cloudflare



CAREER HIGHLIGHTS

- Delivered 100+ WordPress-based websites and custom plugin solutions for U.S. clients.
- Increased Core Web Vitals and performance scores by up to 50%.
- Led remote teams across time zones to deliver scalable, client-focused web projects.
- Designed and developed personal projects including SolveWP.in (WordPress & PHP tutorials) and MoreCalculators.com (multi-purpose online calculator platform), showcasing expertise in custom WordPress development, UI, and performance optimization.