PAVAS DAVE

WordPress Backend Developer | PHP & WooCommerce Developer

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PROFESSIONAL SUMMARY

Results-driven WordPress Backend Developer with 4 years of experience in developing, customizing, and optimizing WordPress and WooCommerce websites. Skilled in PHP, MySQL, REST API integration, custom plugin development, performance optimization, and website security. Experienced with modern frontend technologies including ReactJS, Elementor, Gutenberg, and Bootstrap. Strong expertise in troubleshooting, website migration, caching solutions, SEO optimization, and scalable web application development. Passionate about implementing clean coding practices and modern web technologies to deliver high-performance applications.

TECHNICAL SKILLS

- WordPress Development
- WooCommerce Development & Customization
- PHP, MySQL, JavaScript
- ReactJS & REST API Integration
- HTML5, CSS3, Bootstrap
- Custom Theme & Plugin Development
- Elementor, Gutenberg, WPBakery
- Website Speed Optimization
- Website Security & Debugging
- Git, GitHub & Version Control
- SEO Optimization
- Cloudflare & CDN Integration
- Website Migration & Deployment
- Payment Gateway Integration
- Caching Solutions (W3 Total Cache, LiteSpeed Cache)

PROFESSIONAL EXPERIENCE

WordPress Developer | Positiwise Infotech
Ahmedabad, Gujarat | Sep 2023 – Present

• Developed and maintained custom WordPress and WooCommerce solutions for multiple client projects.
• Built reusable custom plugins, widgets, shortcodes, and Gutenberg-compatible features.
• Integrated REST APIs, payment gateways, shipping methods, and third-party services.
• Optimized website performance using caching, CDN integration, and image optimization techniques.
• Improved website security, fixed vulnerabilities, and performed troubleshooting/debugging.
• Collaborated with designers, QA teams, and project managers to deliver high-quality solutions.

Associate Software Engineer | Techcronus Business Solutions
Ahmedabad, Gujarat | Jan 2022 – Aug 2023

• Customized WordPress themes and plugins based on business requirements.
• Managed WordPress updates, deployments, website migration, and maintenance activities.
• Integrated third-party APIs and libraries into existing applications.
• Resolved backend issues and optimized database queries for better performance.
• Assisted in frontend integration using HTML, CSS, Bootstrap, and JavaScript.
• Participated in debugging, testing, and SEO optimization activities.

KEY PROJECTS

- **JewelryInnovations:** WooCommerce customization, payment gateway integration, WPBakery customization, performance optimization.
- **BBToyStore:** WooCommerce customization, product management enhancements, responsive UI improvements.
- **AfricanSafariGroup:** Custom WordPress development using ACF Pro and Elementor.
- **LightsnBeyond:** WooCommerce migration, Stripe integration, shipping method integration.
- **SignMyCode:** Blog development, shortcode creation, plugin customization, SEO enhancements.
- **Techcronus:** Core PHP and Bootstrap-based application development.

EDUCATION

Bachelor of Engineering in Computer Engineering
Gandhinagar Institute of Technology, GTU | 2019 – 2022

Diploma in Computer Engineering
Government Polytechnic, GTU | 2016 – 2019

LANGUAGES

English, Hindi, Gujarati