

Rohit Kumar

Senior Software Engg | Incnut Digital | WordPress | PHP |
PYTHON | JavaScript | GitHub Copilot

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📍 Bangalore



Summary

Senior Software Developer with 11+ years of experience building scalable, high-performance web applications using **WordPress, PHP, JavaScript, HTML, and CSS**. Passionate about clean code, usability, and driving innovation through modern development practices.

Key expertise and tools include:

- **RESTful APIs** – scalable API development and integration
- **Secure coding** – ensuring data and application security
- **Agile/Scrum** – experienced in collaborative, iterative workflows
- **Version control** – Git/GitHub for streamlined code management
- **CI/CD** – automation for faster and reliable deployment
- **Performance tuning** – optimizing applications for speed and efficiency
- **AI tools** – using Copilot, Gemini, and ChatGPT to:
 - Speed up coding
 - Enhance quality
 - Support team learning

I thrive on building robust systems and improving team productivity with smart tools and clean processes.

Skills

Languages & Framework

PHP | Python | JavaScript (ES6+) | HTML5 | CSS3 | jQuery | REST APIs

CMS & Platforms

WordPress (Custom Theme & Plugin Development)

Database

MySQL | phpMyAdmin

Version Control

SVN | GIT

Tools & Hosting

cPanel | FTP

Architecture

MVC Design Pattern | Secure Coding Practices | Scalable Web Architecture | Performance Optimization

Testing & Deployment

Manual Testing | Unit Testing | CI/CD (GitHub Actions)

AI & Automation

GitHub Copilot (AI-powered coding assistant) | Google gemini | chatgpt | perplexity | n8n (workflow automation)

Operating Systems

Windows | Linux

Work Experience

Incnut Digital (MomJunction)

Hyderabad, India

Senior Developer (PHP)

Apr 2019 - June 2025

- Designed and deployed scalable **WordPress** solutions for **large-scale** websites, achieving **millions** of users monthly.
- Developed and integrated **custom tools** (calculators, worksheets, and review systems) to **enhance site features**, resulting in improved user experience.
- Designed and implemented a **secure, scalable** architecture, achieving a **40%** reduction in page load time.
- Enhanced code quality through **code reviews**, mentored junior developers, and implemented clean code practices.
- Managed deployments using **Git, SVN, FTP** and **cPanel** with minimal downtime.
- Enhanced **CI/CD pipeline** efficiency by strategic collaboration with QA and DevOps teams to automate **testing** and implement **best practices**, reducing **deployment time**.
- Accelerated development by **integrating GitHub Copilot** and other AI coding assistants, significantly reducing coding time and improving code consistency.
- Utilized **Copilot and ChatGPT** to **mentor junior developers**, providing real-time code suggestions and best practice examples.
- Leveraged **Copilot** for automated **code review** and refactoring, ensuring secure coding standards and maintainability.

Key Skills: PHP, Wordpress, JavaScript, HTML5, CSS3, jQuery, MySQL, GitHub Copilot

Key Projects:

■ Stylecraze

- Overview:** A multilingual health and styling blog featuring articles in English, Hindi, Bengali, Tamil, and Telugu. Users can use interactive calculators, write product reviews with pros and cons, and earn badges.
- Role Played:** Developer
- Responsibilities:** Module Architecture Design, Documentation, Coding, Optimization & Testing
- Website URL:** <https://www.stylecraze.com>

■ Momjunction

- Overview:** A parenting-focused blogging site offering content for mothers and children in multiple languages. Features include tools, product reviews, stories (Kahaniyan), drawing activities, and educational worksheets.
- Role Played:** Developer
- Responsibilities:** Module Architecture Design, Documentation, Coding, Optimization & Testing
- Website URL:** <https://www.momjunction.com>

■ Bollywoodcraze

- Overview:** An automated content platform built using n8n to fetch tweets from actors, actresses, and directors. The tweets are converted into WordPress posts, with AI-generated featured images for real-time engaging content.
- Role Played:** Developer
- Responsibilities:** Documentation, Coding, Optimization & Testing
- Website URL:** <https://www.bollywoodcraze.com>

Beta Test Solutions Pvt. Ltd.

Bengaluru, India

Software Programmer(PHP)

Jun 2018 - Mar 2019

- Delivered responsive, high-performing **eCommerce** and **content-based** platforms.
- Enhanced user experience by **integrating** APIs for seamless interaction and **client product catalog** management.
- Collaborated with QA to resolve **cross-browser** testing and debugging issues.

Key Skills: PHP, Wordpress, JavaScript, HTML5, CSS3, jQuery, MySQL

Key Projects:

■ Zeninamoment

• **Overview:** A WordPress-based coaching platform where users can explore and subscribe to premium tutorials. After secure payment, users gain access to structured learning content with protected access and user-friendly navigation.

- **Role Played:** Developer
- **Responsibilities:** Documentation, Coding & Testing
- **Website URL:** <https://zeninamoment.com>

■ Earthkind

• **Overview:** EarthKind is a WordPress-powered e-commerce website focused on selling eco-friendly pest control products. The platform offers a wide range of pesticides, each with a dedicated information section detailing usage, benefits, and safety guidelines. Designed for both shopping and education.

- **Role Played:** Developer
- **Responsibilities:** Documentation, Coding & Testing
- **Website URL:** <https://www.earthkind.com>

■ Stevefarber

• **Overview:** A biographical WordPress website where the client shares updates, professional events, and leadership initiatives. Followers can stay informed about speaking engagements and published works.

- **Role Played:** Developer
- **Responsibilities:** Documentation, Coding & Testing
- **Website URL:** <https://www.stevefarber.com>

Reubro International

📍 Kochi, India

Software Developer (PHP)

Apr 2014 - May 2018

- Spearheaded **full-cycle development** for **10+** websites, delivering seamless **frontend** and **backend** solutions.
- Designed and implemented robust **MySQL** backends for scalable booking systems, blogs, and internal portals.
- Designed **responsive UI**, achieving **cross-browser** and **device** compatibility for all users.
- Enhanced the **skills** of junior developers through tailored training programs, resulting in improvement in SEO rankings and boost in application performance.
- Led **Manual Testing** team to deliver high-quality results.

Key Skills: PHP, Wordpress, JavaScript, HTML5, CSS3, jQuery, MySQL

Key Projects:

■ Sundance

• **Overview:** A WordPress-powered platform where users can purchase or rent boats. Boat owners can register and list their boats, while customers can browse, connect with dealers, and book online.

- **Role Played:** Developer
- **Responsibilities:** Documentation, Coding & Testing
- **Website URL:** <https://www.sundanceboats.com/>

■ Esports (Mullingar RFC)

• **Overview:** A WordPress multisite solution for managing multiple game club websites. Each club showcases match results, fixtures, team info (seniors/youth), coaching videos, and includes an enquiry feature.

- **Role Played:** Developer
- **Responsibilities:** Documentation, Coding & Testing
- **Website URL:** <https://www.mullingarrfc.ie/>

■ FirstPawn

• **Overview:** A WordPress multisite e-commerce platform enabling centralized management of multiple pawn shop locations. Super admin manages all store locations from a single dashboard.

- **Role Played:** Developer, Project In-Charge
- **Responsibilities:** Website Architecture Design, Documentation, Coding & Testing
- **Website URL:** <https://firstpawn.com/>

■ Indian River Lagoon

• **Overview:** A WordPress-based travel site listing popular visiting spots in the Indian River Lagoon area. Includes sections for kids' activities and online games for family engagement.

- **Role Played:** Developer, Project In-Charge
- **Responsibilities:** Website Architecture Design, Documentation, Coding & Testing
- **Website URL:** <http://www.indianriverlagoonbyway.com/>

■ Restaurant (Zayt & Zaatar)

• **Overview:** An online food ordering and table reservation system built in WordPress. Supports table booking, food/catering orders, and digital receipts for Zayt & Zaatar restaurant.

- **Role Played:** Developer, Project In-Charge
- **Responsibilities:** Website Architecture Design, Documentation, Coding & Testing
- **Website URL:** <http://zaytandzaatar.com.au/>

■ Jiwok Blog

• **Overview:** A WordPress blogging platform for publishing, commenting, and sharing posts. Users can filter blog content by authors or categories.

- **Role Played:** Developer, Project In-Charge
- **Responsibilities:** Website Architecture Design, Documentation, Coding & Testing
- **Website URL:** <https://www.jiwok.com/blog/>

■ Reubro Internal Portal

• **Overview:** An internal enterprise solution hosted on Reubro's local server. It manages employee records, leaves, notifications, finances, projects, document storage, and internal chat.

- **Role Played:** Developer, Project In-Charge
- **Responsibilities:** Website Architecture Design, Documentation, Coding & Testing

Education

Bachelor of Engg. (B.E), Computer Science

2008 - 2012

Rajiv Gandhi Proudhyogiki Vishwavidyalaya 📍 Bhopal (M.P)

67.5%

Senior Secondary (11-12th)

2006 - 2008

Bihar School Examination Board 📍 Patna (Bihar)

63%

Secondary (10th)

2005 - 2006

Bihar School Examination Board 📍 Patna (Bihar)

69%

Certifications & Achievements

- Industrial Training TATA CMC, Bhopal
- Participant IEEE National Conference RTC11
- Participant Microsoft Dreamspark 2012
- Coordinator BVS 2009

Areas of Interest

- Full Stack Web Development
- RESTful API Design & Integration
- CMS Architecture & Optimization
- Scalable Web Systems & Performance Tuning
- Team Leadership & Mentorship

Personal Details

- Date of Birth: 11th Feb 1992
- Nationality: Indian
- Languages: English, Hindi, Regional
- Hobbies: Yoga, Traveling