

ASHWIN KUMAR DAVE

Full Stack WordPress Developer & Project Manager | 6+ Years Experience

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PROFESSIONAL SUMMARY

Full Stack WordPress & PHP Developer with 6+ years of experience and strong Project Management skills. Led multiple end-to-end projects at Brand Desk including sprint planning, documentation, deployment, and team coordination. Expert in WordPress, WooCommerce, custom plugins, REST APIs, GraphQL, and backend optimization. Hands-on with AI tools for automation, documentation, QA testing, and workflow improvements.

CORE SKILLS

Technical Skills

- Backend: PHP, WordPress, WooCommerce, MySQL, REST API, GraphQL
- Frontend: JavaScript, jQuery, AJAX, Gutenberg, Elementor, ACF, HTML, CSS, Bootstrap
- AI & Automation: AI documentation, AI QA, Prompt engineering, AI-powered development workflows
- DevOps: Docker, Kubernetes, GitHub, CI/CD, DDEV, WSL

Project Management Skills

- Agile/Scrum methodology
- Sprint planning & allocation
- Client communication
- Risk assessment & issue resolution
- Cross-team coordination
- Project roadmaps & documentation
- Timeline & delivery management

Soft Skills

- Leadership
- Communication
- Problem-solving
- Decision-making
- Time management
- Adaptability

WORK EXPERIENCE

WordPress & PHP Developer | Diginnovators Solutions

Apr 2025 – Present | Pune, India

- Engineered custom APIs and GraphQL features improving data fetch speed by 40%.
- Enhanced UI/UX using JS/jQuery reducing bounce rate.
- Improved page performance (LCP/FCP) by up to 30%.
- Collaborated in sprints, CI/CD workflows, and DevOps systems.
- Reduced production bugs by 25% through QA coordination.

Project Manager & WordPress Developer | Brand Desk (USA)

Aug 2022 – Apr 2025 | Remote – USA

- Managed 10+ large-scale WordPress & PHP projects end to end.
- Created project timelines, sprint plans, documentation & requirement briefs.
- Led daily standups, retrospectives & client meetings.
- Coordinated teams across development, design, QA & product.
- Implemented Agile processes improving delivery speed.
- Improved team productivity by 30% using structured SOPs.
- Reduced project delays through risk assessment & escalation.
- Developed custom plugins and WooCommerce extensions.
- Built advanced Gutenberg blocks & modular structures.
- Integrated external APIs and optimized backend performance.
- Led deployments via Docker & Kubernetes ensuring stability.

Sr. WordPress Developer | eBizTrait Technolabs Pvt Ltd

Feb 2021 – Jul 2022 | Ahmedabad, India

- Developed custom plugins, widgets & dynamic modules.
- Optimized themes and improved site architecture.
- Mentored junior developers and conducted code reviews.

PHP Developer | WriteSoft Technology

Dec 2018 – Feb 2020 | Mumbai, India

- Developed web applications using Core PHP & CodeIgniter.
- Built internal portals improving business workflows for 50+ users.

KEY PROJECTS

- Brand Desk – Multi-role collaboration platform similar to Upwork with automated workflows.
- Black Belt Ecommerce – Built using Sage (Laravel + WordPress) with custom plugin development.
- World Web Technology – Custom theme, ACF & plugin-based corporate portfolio site.
- Tap Water – E-commerce site with Elementor and custom-built product management tools.
- Life Redefined Healing – Doctor website with custom booking systems.

AI INTEGRATION EXPERIENCE

- Automated documentation using AI reducing time by 40%.
- Used AI-based QA tools to detect bugs early.
- AI-driven sprint summaries & project documentation.
- Implemented AI chatbot for internal team queries.
- Used AI-enabled SEO performance optimization tools.

CERTIFICATIONS

- Google – Foundations of Project Management (Coursera)
- AI Tools & Automation (Practical Experience)

EDUCATION

B.E. in Computer Engineering – Shree L R Tiwari College of Engineering, Mumbai (2018)

Diploma in Computer Engineering – Vidyalankar Polytechnic (2015)