

DINESH G

SOFTWARE ENGINEER

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Location: Chennai, TN, India

PROFESSIONAL SUMMARY

WordPress & WooCommerce Developer with **5.5 years of hands-on experience** in building, customizing, and maintaining high-performance websites. Experienced in developing **fully custom WordPress themes from scratch** using **PHP, HTML, CSS, and JavaScript**. Strong expertise in building and managing **eCommerce and LMS platforms** using **WooCommerce, LearnDash and BuddyBoss**, including **payment gateway and shipping integrations**. Skilled in **custom plugin development**, utilizing **WordPress hooks, custom post types, ACF, REST APIs, and third-party integrations**. Proficient in **website performance optimization, security best practices, and troubleshooting WordPress issues** such as errors, broken links, and database problems. Experienced in **deploying and managing WordPress sites on cPanel-based hosting environments**, ensuring scalable and smooth user experiences.

TECHNICAL SKILLS

- **CMS:** WordPress, WooCommerce, BuddyBoss, LearnDash
- **Languages:** PHP, JavaScript, HTML5, CSS3, SQL
- **Frontend:** React.js, jQuery, Bootstrap 5
- **Tools:** Git, Figma, Photoshop
- **APIs:** REST APIs, Third-party integrations
- **SEO & Performance:** On-page SEO, caching, optimization

EXPERIENCE

Astroved

Software Engineer

Feb/2025 - Present

Project : *Astroved.com* is a global Vedic astrology platform offering personalized astrological insights and horoscopes. I worked on the academy platform (*academy.pillaicenter.com*), It integrates WooCommerce with an LMS to allow users to purchase courses and access lessons using WordPress, WooCommerce, PHP, and custom plugin development.

Module 1: BuddyBoss App Integration (LMS & Community App) – Integrates the BuddyBoss mobile app with a WordPress LMS website to allow users to view courses, feeds, groups, and notifications on mobile.

Module 2: Email Notification Scheduler Plugin – Developed a custom plugin to automate scheduled email notifications for enrolled course and group users, integrated with Pepipost email API.

Module 3: UTM & User Source Tracking Plugin – Built a custom tracking system to capture UTM parameters and traffic sources from URL parameters. Tracked user source data to analyze marketing and SEO performance. Stored collected UTM data securely in WooCommerce order details for reporting and analysis.

Responsibilities:

- Analyzed client requirements and converted them into technical solutions
- Integrated BuddyBoss app with WordPress LMS and community features
- Developed custom WordPress plugins using PHP and WordPress hooks
- Implemented scheduled email campaigns with third-party email API integration
- Built admin dashboards for email and tracking reports
- Implemented UTM and cookie-based tracking for WooCommerce orders
- Managed user permissions, access control, and visibility rules using WordPress hooks.
- Tested and ensured synchronization between website and mobile app
- Performed debugging, optimization, and issue resolution
- Maintained code quality, security best practices, and performance

eWall Host Web Services**Software Developer**

Jul/2024 -Jan/2025

Project : Sports Betting & Live Score Web site(bettingpremier.com) – is a comprehensive sports betting and gaming information platform that provides live stream schedules, betting guides, odds comparisons, and insights across a wide range of sports.

Responsibilities:

- Developed React websites using reusable components and CSS frameworks for responsive UI.
- Integrated Sports APIs to fetch the Live scores, Match details, Points tables and betting data.
- Integrated frontend with backend services using RESTful APIs.

Elephant in the Boardroom**WordPress Developer**

Mar/2022 - Apr/2024

Responsibilities:

- Converted Figma designs into WordPress websites from scratch using Elementor, WPBakery, and Divi Builder.
- Converted HTML designs into responsive WordPress websites compatible with all devices.
- Implemented on-page SEO optimization to improve search engine ranking and organic traffic.
- Built an Employee Portal using PHP, JavaScript, and Bootstrap for internal management.
- Collaborate with designers, marketers, and SEO teams for website enhancements.
- Optimize website speed and performance (caching, minification, image optimization)

Web Trenz Technologies**Front-End Developer**

Feb/2020 - Feb/2022

Responsibilities:

- Converted HTML/Bootstrap templates into WordPress websites as per project requirements.
- Transformed PSD designs into fully functional WordPress sites using Elementor plugin.

VK Technosoft**Content Developer**

Nov/2018 - Jun/2019

Responsibilities:

- Developed, edited and updated online content.
- Ensured content accuracy, quality, and timely publishing.

**Aagna Global
Solution**

Process Associate

Jun/2017 - Oct/2018

Responsibilities:

- Communicated with clients via web chat services to resolve issues, both inbound and outbound.
- Received, processed, and verified customer orders using the company's CRM system.
- Gathered customer information efficiently, addressed their needs, provided education when necessary to prevent future inquiries, and documented interactions using contact tracking method.

EDUCATION

**Hindustan College
of Arts and Science**

Jun/2014 - May/2017

BACHELOR OF SCIENCE (COMPUTER SCIENCE)

Affiliated to Madras University - Chennai