

Mainak Chaudhuri

Full Stack WordPress Developer

Dynamic **WordPress Full-Stack Developer** with **3+ years** of **experience** crafting state-of-the-art scalable **websites**. Expert in plugin-based development using **Elementor, WooCommerce, WPForms, SeedProd, Smash Balloon** etc. Adept at developing **RESTful APIs**, managing databases, and implementing responsive UI. Proven ability to deliver high-quality solutions to complex technical problems.

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🐙 github.com/MainakRepositor | github.com/MainakVerse

WORK EXPERIENCE

Software Development Engineer Happy People AI LLP

08/2024 - Present Remote
Happy People AI deals with digital upliftment of profiles. They work on AI generated resume building and marketing.

Achievements/Tasks

- Designed and implemented responsive web applications using **Elementor** and **Smash Balloon**, improving **user engagement** by **30%**
- Developed and **optimized** payments with **Paymattic** and **Optimole**, enhancing **backend performance** by **25%**
- Collaborated with digital marketing team and redesigned leads with Hubspot **increasing sales** by **58%**

Technical Analyst Deloitte USI

08/2023 - 07/2024 Kolkata

Achievements/Tasks

- Worked with **Elementor** and **Salesforce Sales Cloud API** improving responsiveness of client website, resulting in **18% increase of traffic retention** on the behalf of client (**Sanofi**)
- Improved** lead **interaction** with advanced **UI / UX** resulting in **7% weekly hike** in visit rate.
- Conducted **unit** and **integration testing** on **Salesforce Cloud** and **Optimole**, achieving **95%** test coverage.

Founder Supernova

01/2022 - 07/2023 Remote

Achievements/Tasks

- Developed **100+ WordPress websites** and **online services** for **150+** clients using **Elementor, ACF** and **WPMail** improving **digital presence** by **85%** and improved **SEO** by **68%**
- Reduced under-utilization** of resources and automated business processes causing **revenue soar** by **45%**
- Automated lead collection using **Hubspot** integrations, **reducing operation cost** by **50%** and **response time** by **20%**

EDUCATION

Bachelor of Technology (B. Tech) SRM Institute of Science & Technology, Chennai

06/2019 - Present 8.5 CGPA

Computer Science Engineering

- Elementor
- Generative AI Research
- WP Forms
- Canva
- WooCommerce
- Pretty Links

SKILLS

SDLC JIRA Git Google Analytics
Hostinger Elementor WooCommerce
Smash Balloon Paymattic Hubspot
Call Button Autoptimize WP Mail
Pretty Links Smush Importer Soliloquo

ACHIEVEMENTS

Into Top 5% PHP Developer
Served 120+ clients
WordPress Community Contributor

PERSONAL PROJECTS

SilkRoute - Silk Worm Marketplace (01/2025 - 02/2025)

- Built a **scalable** online silk worm and cocoon marketplace using **WordPress** improving sales and interaction by **58%**.
- Mobile responsive and light-weight, **ranking 90** in **SEO** and **98** in **performance** as per **Google Lighthouse** reports.

ShayariVersity (12/2024 - 01/2025)

- A platform generated with **WordPress** and **Sanity**, to enable authors write poetry and increase views by **33%**.
- Improves content delivery and sharing with **Smash Balloons** extension, leading to **45%** boost in **SEO** and performance.

Bazaaroo - Economic Ecommerce (02/2025 - 02/2025)

- Crafted an efficient **full-stack ecommerce website** with **admin panel, user dashboard, ordering, payments** and **authentication** using **WooCommerce, SeedProd, PayPal** and **Google Sheet**, reducing build time by **80%**.
- Reduced query complexities** with Excel Formulae by **70%**, **reduced operation costs** by **97%** and **improved performance** by **15%** as per **google-light-house** metrics.

CERTIFICATES

Certified Serverless Cloud Developer
(01/2025 - 01/2025) [🔗](#)
Certified GitHub Developer (09/2024 - 09/2024) [🔗](#)
Canva Certified Designer (08/2024 - 08/2024) [🔗](#)
Certified Google Analytics Integrator
(07/2024 - 07/2024) [🔗](#)
Certified PHP Developer (12/2019 - 01/2020) [🔗](#)