[LinkedIn] [WordPress] [GitHub] [Email]   (+91) **9591498689**   **manu.hd98689@gmail.com**

Manu HD

Software Engineer skilled in **WordPress**, **PHP**, **Python**, **React.js**, and **AWS cloud services**, with a background in Information Science Engineering (VTU). Experienced in developing scalable web applications and working with **Generative AI (GenAI)**, including hands-on LLM-based projects. Expanding my skill set through a **Python** Bootcamp focused on Machine Learning, Generative AI, **Large Language Models (LLMs)**, and **Agentic AI** for autonomous systems.

PROGRAMING SKILLS

PHP, Python, ReactJS, HTML5, CSS3, JavaScript(ES6+), jQuery, NodeJs

SUMMARY

- Around **7+** years of experience in developing web-based applications with strong technical and functional expertise.
- Developed and customized WordPress **Gutenberg blocks** using **React.js** to create dynamic, reusable, and user-friendly components.
- Experienced in managing and deploying applications on **AWS** (EC2, S3, Load Balancer) and **GCP** (Compute Engine, Cloud Storage, Cloudflare).
- Experienced with **Generative AI** development tools (Cursor, Copilot) for accelerating feature development and improving code quality.
- Proficient in learning new technologies and consistent in successfully accomplishing project goals.
- Experienced in **Agile and Scrum frameworks**, including sprint-based task management, iterative delivery, cross-functional collaboration, and conducting sprint **retrospectives** to drive continuous improvement.
- Comfortable working both independently and within a team environment. Excellent analytical, problem solving, interpersonal & communication skills.

Tools & Workflow:
Stibo Management, Splunk, AWS EC2 Jumpbox, PyCharm, VS Code, GitHub, GitLab, CI/CD pipelines, Grafana, Postman, XAMP, Jira, Confluence, Bitbucket.

WORK HISTORY

Cnetric Enterprise, Coimbatore — SR. Web Developer & Consultant
May 2024- Aug 2025

Project Name: NGP (GISC-IN)
Client: Sony(SISC)
Roles & Responsibilities:

- ❖ Performed end-to-end upgrade of WordPress (v4.6 → v6.7) and PHP (v7.2 → v8.2), ensuring smooth integration with **37 custom plugins (NGP Category, NGP Structural Asset, NGP Permalink, NGP Publish To Button, NGP Redis, NGP Menu, NGP Multisite, etc..)** optimized site performance, and maintained full functionality of APIs.
- ❖ Designed and developed a custom WordPress plugin (**NGP ProSony URL Viewer -Link**) integrating with external APIs to fetch, filter, and display 1,34,000+ ProSony URLs across **120+** regions/countries. Implemented ACF-based taxonomy filters, regex-enabled search, **WP_Query**-driven pagination, and CSV export of filtered results. Optimized for performance and scalability in a multisite environment..
- ❖ Exported and managed **MySQL** database dumps for backup, migration, and troubleshooting purposes.
- ❖ Integrated **AWS S3** with WordPress media library, enabled **CDN delivery**, and streamlined image management across multisite setups.

- ❖ Developed custom ACF modules in **WordPress** and **ReactJS** components for the Meerkat frontend, leveraging **logical API** connections for seamless data flow.
- ❖ Monitored the **PCTM** (Publishing Content Translation Management) system to ensure translation workflows, system uptime, and localization accuracy across multiple regions.
- ❖ Configured and maintained **Redis caching** and implemented URL redirection rules for improved speed and routing.
- ❖ Managed **Product Information Management (PIM)** systems for streamlined and accurate product data delivery.
- ❖ Tested and monitored **CADC API** endpoints using Postman, validating request/response cycles, authentication, and performance.
- ❖ Provided technical support during support days, collaborating with the HQ team and reporters to identify, prioritize, and resolve urgent issues efficiently.
- ❖ Updated and maintained **UI components** in **Storybook**, utilizing **React.js** to ensure front-end consistency and maintainability.
- ❖ Improved application stability by **90%** through **load balancer** configuration tuning, working closely with **DevOps** to eliminate timeout errors.
- ❖ Collaborated with a cross-functional team to troubleshoot and resolve issues in the CTM application which is built in **Zend framework.**

FOISYSTEMS, Bengaluru — Sr. *Web Developer (Wordpress & React js)*

Nov 2023 - Apr 2024

- ❖ Designed, Developed and Managed projects for a client based in Bahrain.
- ❖ Worked closely with both **Flutter** development and UI design teams to execute the project requirements
- ❖ Implemented **Firebase push notifications** for web and mobile, enabling real-time updates and improved user engagement.–[Link]
- ❖ Integrated **WooCommerce payment gateway** in a mobile app via URL endpoints, handling payment requests, redirects, and confirmation callbacks for smooth transaction flow.
- ❖ Built a chatbot module in **React** using Context API for state management and Axios for API communication.
- ❖ Conducted website and mobile app performance tests.

NEXTDOOR HUB PVT LTD, Bengaluru & Kolkata—SR. *Wordpress Web Developer & SEO Associate*

FEB 2023 - OCT 2023

- ❖ Designed, Developed and Managed company website.
- ❖ Worked with the SEO team to implement technical search engine optimization changes.
- ❖ Built reusable **UI components in React** and maintained the microsite for the **ONDC e-commerce** app registration platform, as well as an internal e-commerce cafeteria web application.
- ❖ Built landing pages, blogs and email templates in WordPress.
- ❖ Managed **Google Search console**, **Google Tag Manager,** Semrush and other website performance metrics(**Page speed index, GT Metrics**)

MOSHI MOSHI Media , Bengaluru — *Web Developer (Wordpress)*

APR 2022 - SEP 2022

- ❖ Designed, Developed, Modified and Managed clients website.
- ❖ Customized **woocommerce** and other plugins.
- ❖ Built and customized **Gutenberg blocks** in **WordPress using React.js** for dynamic and reusable UI components.
- ❖ Collaborated with cross-functional development teams to integrate and maintain **React-based projects**.
- ❖ Integrated payment gateways: Razorpay, PayU money, Open money, Instamojo.

CV Infotech,Brillmindz Tech, Akarmaxs Tech , Bengaluru — *Web Developer (Wordpress)*

JAN 2018 - JAN 2022

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EDUCATION

Shree Devi Institute of Technology(VTU), Mangalore — BE(ISE)

AUG 2013 - May 2017

Bachelor degree in Information science.

BGS PU Science, Hassan — PUC(PCMB)

June 2010 - April 2012

CERTIFICATION

➔ **Python** for Machine Learning, **Generative AI** (LLMs), and **Agentic AI** Bootcamp (Pursuing)

➔ Advanced **SEO** For Wordpress Website. –Link

➔ Wordpress Developer: Unlocking Power With Code.–Link.

➔ **WordPress VIP** Architecture and Tooling –Link

➔ Completed **React.js** course –Link

➔ Completed Manual and Automation Testing training using **Selenium** with **Java** at QSpiders in 2018.

ACHIEVEMENT & AWARDS

First Prize – Samshodhan '17 (Project Exhibition), Shree Devi Institute of Technology. - Link

Awarded for developing an **Ambulance Service Android App**, which helped users request ambulances in emergencies by connecting with nearby hospitals through GPS and a web-based hospital management system.

Tech: **Java**, **MySQL**, **Android Studio**

PROJECTS

AI-Powered WooCommerce Chatbot (Generative AI Project) —> Github - Link.

Tech Stack: Python, PHP, LangChain, FastAPI, Gemini API, WordPress (Gutenberg+ReactJS) ,Woocommerce, AWS.

Built an end-to-end AI assistant for WooCommerce using **Python (FastAPI + LangChain)** integrated with **WordPress Gutenberg and ReactJS**. Powered by the **Gemini LLM** and real-time WooCommerce REST API data. Deployed on **AWS** with a public live demo.

Live DEMO: http://43.204.11.39:5000/ **(Backend) and** https://demo-manu-hd.wasmer.app/shop/ **(Frontend)**

See More about the project by click here :View my projects

DECLARATION

I hereby declare that the above details are true and fair to the best of my knowledge.

Place: **Bengaluru**.   (**Manu HD**)