

Ronak Hapaliya

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SUMMARY

WordPress developer with over 2.5 years of experience in custom theme and plugin development. Proficient in PHP, HTML5, CSS3, JavaScript, and MySQL. Experienced in building fast, responsive websites aligned with client requirements, with a strong focus on performance, clean code, and third-party API integration. Skilled in troubleshooting, improving site speed, and developing scalable solutions following WordPress best practices.

EXPERIENCE

Volcone Web Solution

WordPress Developer

November 2025 - Present, Remote

- Led **end-to-end project execution independently**, from requirement gathering and technical architecture design to deployment and post-launch optimization, serving as the **primary technical point of contact** for clients and stakeholders.
- Designed and developed an **SEO-focused digital business directory platform** with advanced local SEO optimization, including structured data, geo-targeted landing pages, optimized URL architecture, and schema markup, significantly improving search visibility and driving higher local conversion rates.
- Implemented **advanced REST API integrations** with third-party SaaS platforms (CRM systems, payment gateways, marketing automation tools), ensuring secure data exchange and streamlined business workflows.
- Engineered **custom WooCommerce subscription and membership systems** featuring dynamic pricing logic, role-based access controls, and automated renewal workflows, enhancing recurring revenue management and user lifecycle automation.

WebOccult Technologies Pvt. Ltd.

Junior WordPress Developer

August 2023 - October 2025, Ahmedabad

- Created a **dynamic PDF generation system** that allows users to customize and download **product datasheets** on demand.
- Customized **WooCommerce dashboards** and extended **e-commerce functionality** to align with unique client workflows, improving **usability** and **conversion efficiency**.
- Built flexible **admin panels** using **Advanced Custom Fields (ACF)** and **custom meta boxes**, improving content editing workflows for **non-technical users**.
- Built a **headless WordPress setup** using **React** for frontend and WordPress as a backend **CMS**.
- Created custom **Elementor widgets** to meet specific **content management** needs while maintaining **editor-friendly experiences**.
- Developed a custom **Digital Asset Management (DAM) system** for a media distribution workflow, integrating **Amazon S3** for scalable asset storage, **role-based access control** for content contributors, and automated **email notifications** for new uploads and scheduled reminders to keep stakeholders informed and engaged.

Trainee WordPress Developer

January 2023 - July 2023

- Gained experience in building custom **WordPress themes** and **plugins** focused on **scalability, security, and performance**.
- Tested and fixed issues in **themes** and **plugins** across different environments to ensure they work smoothly and reliably.
- Built easy-to-use content management features by creating **custom post types, taxonomies, and meta fields** based on client requirements.
- Set up and customized **WooCommerce extensions** for payment processing, shipping options, and product management.
- Helped improve site speed by optimizing **database queries** and setting up **caching**.
- Applied security measures like **input validation, sanitization, and nonce checks** to protect WordPress sites from common threats.

OPEN SOURCE CONTRIBUTIONS

- Developed [ContactSync](#) – A WordPress plugin that automatically syncs WooCommerce customer contacts with Google Contacts using real-time updates, duplicate prevention, cron-based batch processing, and embedded support videos.
- Created [Post Porter](#) – A REST API-based plugin to import/export any post type (including custom post types and taxonomies) between WordPress sites, featuring background processing, secure key-based authentication, and cancelable operations.
- Built [Elementor Widgets](#) – A collection of custom Elementor widgets including TabFlex, Tab Slider, Testimonials Slider, and Post Slider, focused on responsive design, customization, and conflict-free integration with Elementor's core.

SKILLS

Skills: WordPress, PHP, HTML5, CSS3, JavaScript, jQuery, MySQL, Custom Theme Development, Custom Plugin Development, Advanced Custom Fields (ACF), Custom Post Types (CPT), WordPress REST API, WooCommerce, Elementor, WPBakery, Divi, Gutenberg, Git, GitHub, WP-CLI, AJAX, Headless WordPress, Website Speed Optimization

EDUCATION

Bachelor of Technology - Computer Engineering

Marwadi University • 2023 • 9.3 CGPA