Kartik Jain

Senior WordPress Engineer & Consultant | Technical Performance Optimization

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SUMMARY

Senior WordPress Developer with 12+ years of hands-on experience building high-performance, custom WordPress solutions for agencies and enterprise clients. Specialized in custom theme and plugin development, Core Web Vitals optimization, CRM integrations, and scalable WordPress architecture. Code-first approach with focus on clean, maintainable solutions. Proven ability to deliver 90+ PageSpeed scores, architect complex WordPress implementations, and manage large-scale websites.

KEY METRICS & TECHNICAL HIGHLIGHTS

100/100 PageSpeed Score
Core Web Vitals on client sites

150+ Websites Delivered
End-to-end custom WordPress builds

22k+ Daily Users
High-traffic production environments

50+ Figma -> WordPress
Pixel-perfect custom conversions

3x Conversion Rate Boost
Technical fixes & performance optimization

20+ Cloudflare Domains
DNS, WAF security & CDN

WP.org Published Plugin
Pillar Cluster Manager SEO tool

Verified ClickUp Power User
Workflow & process automation

WORK EXPERIENCE

House Buyers of America
Lead WordPress Developer
USA (Remote) | Sep 2024 - Present

- Architected multi-step lead funnels using Gravity Forms with conditional logic and real-time inline validation
- Integrated WordPress with Microsoft Dynamics CRM via custom REST API for automated lead routing and pipeline management
- Implemented GA4 + Google Tag Manager event tracking across full conversion funnel
- Developed reusable ACF Gutenberg blocks enabling non-technical teams to self-manage complex page layouts
- Built AI-powered automation workflows using custom webhooks for lead qualification and CRM data synchronization

Greensglobal
Website Consultant
USA (Freelance) | May 2024 - Present

- Managing complete DNS infrastructure and server architecture via Cloudflare (security, WAF, CDN, caching)
- Leading website migration and consolidation from multiple hosting environments to unified infrastructure
- Performing continuous performance monitoring and scalability planning

Disruptiv Media
Senior WordPress Developer
UK (Remote) | May 2024 - Aug 2024

- Owned full WordPress maintenance and development for 4 client websites, ensuring high performance and reliability
- Eliminated 20+ third-party plugins by rebuilding functionality as custom PHP solutions
- Built custom PHP functions enabling bulk page updates across thousands of pages
- Delivered measurable PageSpeed and Core Web Vitals improvements across all managed sites
- Produced comprehensive documentation for self-managed platform administration

Digidel Agency
Full Stack WordPress Developer
USA (Freelance) | Oct 2019 - May 2024

- Delivered 150+ fully custom WordPress websites across healthcare, real estate, legal, and home services industries
- Built scalable location-based SEO architectures using Custom Post Types, custom taxonomies, and programmatic templates

- Integrated CRM platforms (HubSpot, Salesforce, Zoho) via custom APIs and webhooks
- Optimized Core Web Vitals, implemented JSON-LD structured data, and conducted technical SEO audits
- Managed Cloudflare DNS, WAF, CDN, page rules, and SSL configuration for 50+ sites

FunAsia Network
Technical Lead & Team Manager

Ahmedabad, India (Regional Lead) - HQ: Dallas, USA | Oct 2018 - Feb 2024

- Led the India-based engineering team from Ahmedabad while coordinating daily with the Dallas, USA headquarters
- Architected and maintained WordPress Multisite network for 40+ regional websites with shared theme framework and isolated configurations
- Built custom admin dashboards, internal REST APIs, and automation scripts for streamlined content management across network
- Implemented custom post types, taxonomies, and complex database queries for efficient multisite operations
- Developed custom cron jobs and background processes for automated content updates and data synchronization
- Managed performance optimization, security hardening, and scalability planning for entire multisite network

Awesong.in
Founder & CTO

Delhi | June 2015 - Oct 2018

- Founded and scaled a Bollywood music platform from zero to significant organic traffic without any paid acquisition spend
- Owned full-stack execution - architecture, content strategy, SEO, and growth - as a solo/lean-team operation
- Built and executed an organic SEO strategy that drove sustained traffic growth, competing against established music platforms with zero ad budget
- Managed site performance, content publishing pipeline, and technical infrastructure end-to-end
- Made all product, monetization, and growth decisions as sole founder, balancing user experience with sustainable traffic acquisition

Return On Web
WordPress Developer

Pune, India | Sep 2014 - Jun 2015

- Managed custom WordPress development for 20+ real estate client websites
- Conducted comprehensive website audits and implemented technical optimizations

SKILLS & TECHNICAL STACK

WordPress • Custom PHP • MySQL • JavaScript • HTML5 • CSS3 • Core Web Vitals • PageSpeed Optimization • Technical SEO • REST API • Webhooks • CRM & API Integration • Cloudflare • WAF & Security • Git • ACF • Gutenberg Blocks

EDUCATION

Bachelor of Technology - Computer Science *Aug 2010 - Jul 2014*

SELECTED ACTIVE PROJECTS

- **House Buyers of America**
  WordPress Architecture, CRM Automation & Large-Scale Content Migration

  Leading full-stack WordPress development for a US real estate company - managing the site end-to-end, from CRM automation and third-party integrations to large-scale content architecture and ongoing technical SEO. Work spans new feature development, legacy cleanup, and close collaboration with the content and SEO teams to keep a high-page-count site performant and manageable.
  Technologies: WordPress, Elementor, Gravity Forms, Microsoft Dynamics CRM, GA4, GTM, ACF, Custom Post Types, Custom REST API

- **BrokerHood - Real Estate Broker Management Platform**
  A full-stack WordPress-powered broker dashboard for managing property listings, client activity, payments, and agent profiles with PWA suppor

  BrokerHood is a custom WordPress theme built from scratch as a complete SaaS-style CRM for real estate brokers. It features a multi-page dashboard with role-based access, property lifecycle management, PayU payment integration, and offline-capable Progressive Web App functionality - all without relying on page builders or pre-built UI frameworks.
  Technologies: PHP, WordPress, SCSS, Vanilla JavaScript, PWA, Service Worker, PayU Integration, REST API, Responsive Design,

Custom Theme Development, CRM, Real Estate, MySQL, MVC Architecture, CSS Grid

- **Melbourne Varicose Veins, Australia**
  30+ keywords Ranks 1-2 | 85+ PageSpeed | 3x organic growth

  Migrated a medical clinic's website from Squarespace to a fully custom WordPress build, rebuilding the entire on-page SEO foundation to drive qualified patient leads through organic search.
  Technologies: WordPress Migration, Technical SEO, On-Page Optimization, Conversion Design

- **GovtJobsExams**
  AI-Powered Government Job Portal with Real-Time Push Notifications & Automated Content Pipeline

  A full-stack WordPress platform built from scratch to aggregate, enrich, and publish Indian government job vacancies, exam results, and admit cards at scale. The system automates the entire content lifecycle - from fetching raw data via external APIs to enriching it with OpenAI's ChatGPT, publishing posts, and instantly notifying subscribers via Firebase Cloud Messaging - with zero manual intervention.
  Technologies: PHP, WordPress, OpenAI GPT API, Firebase FCM, Guzzle HTTP, Sentry, MySQL, REST API Integration, JavaScript, WP Cron, AJAX, Composer, JSON, Push Notifications, Content Automation

- **AdsMoxie**
  A fully custom WordPress theme built from scratch with a bespoke Gutenberg block library, tailored for a digital marketing agency.

  Designed and developed a production-ready WordPress theme for AdsMoxie, a digital marketing agency. The theme replaces page builders entirely with custom Gutenberg blocks, giving editors a structured, brand-consistent authoring experience. Built on a custom starter theme with ACF-powered global settings, a hand-rolled CSS grid system, and 11 purpose-built blocks covering every section of the site.
  Technologies: WordPress, PHP, Gutenberg Blocks, Block API, JavaScript, SCSS, CSS Grid, ACF (Advanced Custom Fields), Custom Theme Development, REST API, Template Hierarchy, Responsive Design, Web Performance

- **CraftyWebbies**
  Agency Website with Automation & Blog System

  Rebuilt my own agency's WordPress site with custom admin tooling to manage content at scale - including a pillar/cluster content system and an AI-powered blog generation pipeline built directly into the WordPress dashboard.
  Technologies: WordPress, OpenAI API, Database Optimization, SEO Automation

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To read more about my work, client testimonials, and technical articles, please visit my website: **www.kartikjain.in**