

PRINCE KUMAR SINGH

Sr. WordPress Developer & Team Lead

+91 8210080698 | +91 9382555796 | devprincekumar9@gmail.com | www.princekumar.in

Professional Summary

Dynamic and results-driven **Sr. WordPress Developer & Team Lead** with over 7 years of proven expertise in building, customizing, and securing high-performing WordPress websites for diverse industries. Proficient in **frontend technologies** (HTML5, CSS3, JavaScript) and **backend development** (PHP, MySQL), specializing in creating custom themes and plugins, WooCommerce integrations, and optimizing website performance.

Demonstrated ability to implement robust security measures, including **SSL configurations, malware scanning, and Web Application Firewall (WAF)** management, ensuring compliance with industry standards. Adept at leveraging tools like **Google PageSpeed Insights, GTmetrix, and Core Web Vitals** to enhance website speed, user engagement, and SEO rankings.

A skilled leader with experience managing cross-functional teams, driving project success through Agile and Scrum methodologies. Proficient in utilizing tools such as **Elementor, WPBakery, Yoast SEO, and Rank Math** to improve website functionality and visibility.

Currently pursuing a **Post Graduate Program in Project Management** with IIT Roorkee, enhancing expertise in project planning, execution, and team leadership. Passionate about continuous learning, adopting innovative technologies, and delivering scalable, secure, and user-centric digital solutions.

Technical Skills

- **WordPress Development:** Custom Themes, Custom Plugins, WooCommerce, Advanced Custom Fields (ACF), WP-CLI
- **Frontend Technologies:** HTML5, CSS3, JavaScript, jQuery, Responsive Design
- **Backend Technologies:** PHP, MySQL, REST API Integration, cPanel, Database Management
- **Performance Optimization:** Core Web Vitals, Google PageSpeed Insights, GTmetrix, Minification of CSS/JS
- **Security & Compliance:** SSL Configuration, Web Application Firewall (WAF), Malware Scanning, PCI DSS Compliance, Secure Coding Practices
- **SEO Tools:** Yoast SEO, Rank Math, All in One SEO Pack, Google Analytics, SEMrush
- **Tools & Platforms:** Elementor, Divi, WPBakery, Google Analytics
- **Version Control:** Git, Staging Environments, Code Review

- **CMS Expertise:** WordPress, Shopify, Wix, Squarespace
- **Page Builders:** Elementor, Divi, WPBakery, Beaver Builder, Avada
- **Design Tools:** Figma, Adobe XD, Photoshop, Canva

Management and Other Skills

Project Management Methodologies:

- Agile , Scrum Practices, Project Planning, Task Prioritization, Resource Allocation, Risk Management

Collaboration Tools:

- Jira, Trello, Asana, Basecamp, Zoho Projects

Team Leadership:

- Cross-functional Team Management, Mentoring Developers, Collaboration with Designers and Stakeholders

Client Relations:

- Requirement Gathering, Client Communication, Feedback Integration, Delivering Tailored Solutions

Process Optimization:

- Workflow Automation, Time Management, Continuous Improvement, Quality Assurance

Reporting and Documentation:

- Progress Tracking, Technical Documentation, Preparing Reports, Presenting to Stakeholders, Confluence, Microsoft Project, Google Workspace (Docs, Sheets, Slides)

Analytical Skills:

- Problem-solving, Root Cause Analysis, Debugging Complex Issues

Training and Support:

- Training Clients on CMS Usage, Providing Ongoing Technical Support

Adaptability and Learning:

- Quick Adaptation to New Technologies, Commitment to Continuous Learning, Staying Updated on Industry Trends

Communication and Coordination:

- Slack, Microsoft Teams, Zoom

Soft Skills:

- Creativity, Decision-making, Attention to Detail, Leadership, Time Management

Professional Experience

ThinkTech Software Inc. | Calgary, Canada

Senior WordPress Developer | April 2024 – Present

- Aligned work schedule with Canadian time zones to facilitate seamless communication and collaboration with clients and team members.
- Spearheaded the development of high-performance e-commerce websites, increasing conversion rates by 15%.
- Enhanced user experience through responsive design and streamlined navigation, leading to a 25% increase in page views.
- Led a team of 5 developers to deliver secure, high-quality WordPress projects.
- Designed and implemented custom WordPress themes and plugins, ensuring functionality and scalability.
- Conducted security audits, performance optimization, and thorough testing to ensure optimal user experience.
- Migrated existing websites to WordPress, maintaining design integrity and content organization.

Collaborated with clients to gather requirements, ensuring 100% satisfaction through tailored solutions.

Hexile Services Pvt. Ltd.

Senior Developer & Team Lead | April 2023 – March 2024

- Directed a team in building scalable WordPress projects with custom WooCommerce solutions.
- Developed plugins to enhance website functionality and improve user engagement.

Moshi Moshi Communications | Bangalore

WordPress Team Lead | Dec 2022 – April 2023

- Managed WordPress development for high-profile clients using Elementor, WPBakery, and Divi.
- Delivered responsive designs aligned with client branding and user needs.

Inspiria Knowledge Campus | Siliguri, West Bengal

Senior Developer | May 2021 – December 2022

- Developed educational portals with custom themes and plugins for seamless user interaction.
- Enhanced website performance through optimization techniques.

SMV Infotech Pvt. Ltd. | Patna

Web Developer | 2017 – 2020

- Built responsive and SEO-friendly websites to improve client visibility and engagement.

Education

Dr. M.G.R Educational & Research Institute | Chennai

B.Tech in Electronics & Communication Engineering | 2012 – 2016

B.D. Evening College | Patna

Intermediate | 2011

Kendriya Vidyalaya | Patna

Matriculation | 2009

Certifications

Post Graduate Program in Project Management (Pursuing)

Institution: iHub DivyaSampark IIT Roorkee

- **Key Highlights:**
 - Academic Masterclass by esteemed IIT faculty.
 - Earned 146 PDUs applicable for PMI-related certifications.
 - Comprehensive preparation for PMP certification with 18+ mock tests.
- **Completion Date:** June 2025

Key Achievements

- Developed a custom e-commerce solution for Alt Vape, increasing traffic by 35% and improving conversion rates by 15%.

- Completed the seamless migration and redesign of Amborella's WooCommerce store, resulting in a 20% increase in user engagement.
- Led the migration and optimization of LNG Canada's site, improving page load times by 50%.
- Implemented robust security measures, reducing malware incidents by 90%.

Current Projects

- **The Think Tech**
URL: <https://thethinktech.com/>
Built a corporate business site to highlight company offerings.
- **LNG Canada**
URL: <https://www.lngcanada.ca/>
Completed hosting migration and initiated the redesign of webpages, adding new features like a login system and employee community functionalities.
- **Alt Vape**
URL: <https://altvape.ca/>
Developed a top e-commerce site for vaping products in Canada, integrating custom plugins and PatronsCan functionality.
- **Titanium Energy Services**
URL: <https://titaniumenergyservices.com>
Developed an informational business site featuring employee community login functionalities.
- **South Bank Pharmacy**
URL: <https://southbankpharmacy.com/>
Built a business information website.
- **Royal Care Pharmacy**
URL: <https://royalcarepharmacy.ca>
Created static informational pages.
- **Lynnwood Drugs**
URL: <https://lynnwooddrugs.com>
Designed static informational pages.
- **South Centre Chinese Acupuncture**
URL: <https://southcentrechineseacupuncture.com>
Developed a business site featuring multiple forms for user interactions.
- **Elegant Coating**
URL: <https://elegantcoating.ca/>
Delivered a business site for showcasing services and expertise.
- **We Do Canada**
URL: <https://wedocanada.ca>

Took over a partially developed project and completed backend handling, migration, and the remaining 40% of the development.

- **Shim Law**

URL: <https://shimlaw.ca/>

Created a professional law firm website with enhanced business information and user functionality.

- **Jacksonport Medical Clinic**

URL: <https://jacksonportmedicalclinic.ca/>

Built a business site for a medical clinic.

- **Amborella**

URL: <https://amborella.ca>

Completed development for this WooCommerce store.

- **Get Think Social**

URL: <https://getthinksocial.com/>

Created a business website for showcasing services and solutions.

More Portfolio: [Click Here](#)

Hobbies

- Traveling and discovering new cultures.
- Writing and listening to music.

Personal Information

- **Date of Birth:** 18th April 1993
- **Permanent Address:** New Mubarakpur, Danapur Cantt, Patna-801503
- **Contact Number:** +91 8210080698 | +91 9382555796
- **Email:** devprincekumar9@gmail.com
- **Portfolio:** www.princekumar.in