

JAY MALHOTRA

Senior Full-Stack & WordPress Developer

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PROFESSIONAL SUMMARY

Full-stack developer with 7+ years of experience building and shipping 100+ websites and web applications — across agency roles and independent freelance projects. Deep specialization in WordPress (custom themes, plugins, WooCommerce) combined with modern full-stack delivery in React, Next.js, Laravel, and PHP. Proven track record leading development teams, managing direct client relationships, and mentoring junior developers, backed by a 4.7-star Upwork rating. Comfortable owning a project end-to-end: architecture, cloud deployment (AWS), performance, and post-launch support.

TECHNICAL SKILLS

CMS & E-Commerce: WordPress (custom themes & plugins), WooCommerce, Shopify

Languages & Frameworks: PHP, JavaScript, React.js, Next.js, Laravel, HTML5, CSS3

Cloud & Infrastructure: AWS (EC2, S3), Server Administration, Security Hardening, Performance Optimization

Data & Tooling: MySQL, REST APIs, Git/GitHub, CI/CD basics

Leadership: Team Leadership, Client Management, Project Management, Mentoring & Training

PROFESSIONAL EXPERIENCE

Senior Developer — *Dev and Digital* Aug 2024 – Present

- Lead full-stack and WordPress development for client projects, owning technical decisions from scoping through deployment.
- Manage client-facing communication and requirements gathering, translating business goals into technical specifications.
- Oversee task planning and delivery timelines across concurrent projects, coordinating with design and QA.
- Mentor and train junior developers on WordPress best practices, custom PHP development, and code review standards.

Senior WordPress Developer — *Tekki Web Solutions Pvt. Ltd.* Aug 2022 – Apr 2024

- Led the WordPress development team as Team Lead — assigning tasks, reviewing code, and ensuring on-time, quality delivery.
- Managed direct client relationships, handling requirements, revisions, and technical escalations.
- Built custom WordPress themes and plugins tailored to individual client requirements, improving site performance and maintainability.
- Trained new hires on WordPress architecture, PHP fundamentals, and team development workflows.

Senior Web Developer — *Up2Mark Technologies* Jul 2019 – Aug 2022

- Managed development teams and project timelines across multiple concurrent WordPress and web development projects.
- Provided IT support and technical troubleshooting for client websites and internal infrastructure.
- Trained incoming trainees on frontend and WordPress development fundamentals.
- Built and maintained custom WordPress sites, themes, and integrations for a range of client industries.

KEY PROJECTS

DieBestenGutscheine — *Affiliate Marketing* — WordPress, PHP, AWS

Challenge: Build a scalable affiliate-coupon aggregator able to rank organically against high-competition retail keywords while staying fast under traffic spikes.

Responsibility: Built a custom WordPress theme from scratch (PSD-to-WordPress), optimized for PageSpeed, and deployed on load-balanced AWS EC2 infrastructure.

Impact: Live SEO-optimized platform running thousands of offers across 3,800+ partner stores.

Ashapurti Loans — *Financial Services* — React/Next.js, HubSpot

Challenge: Give a lending company a fast, trustworthy front door with loan calculators that funnel qualified leads straight into its CRM.

Responsibility: Built and managed the site in React/Next.js, integrated interactive loan calculators, and connected lead forms to HubSpot.

Impact: Live, lead-gen-ready lending site with automated CRM handoff.

Fluentie — *Language Learning LMS — Laravel, React.js, AWS*

Challenge: Deliver a well-optimized LMS capable of serving interactive language courses at scale.

Responsibility: Architected a Laravel backend with a React/Tailwind frontend, configured AWS hosting, and structured the codebase with Git for long-term maintainability.

Impact: Purpose-built LMS architecture designed for scale and maintainability.

WP Safe Zone — *WordPress Security SaaS — PHP, WooCommerce*

Challenge: Turn a manual malware-scanning service into a sellable product — a plugin with admin alerts and per-user licensing.

Responsibility: Built the plugin (scanning engine, email alerts, licensing system) and the WooCommerce storefront to sell it commercially.

Impact: Complete productized security offering, turning an internal service into licensed software.

EDUCATION

Bachelor of Computer Application (BCA) — *Punjab University*

2017 – 2020

Senior Secondary (10+2) — *Punjab State Board*

2016 – 2017