

VINITH KUMAR

Digital & Web Technology Specialist · WordPress · PHP · Hosting & DNS · GA4, GTM & Tracking

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Portfolio: vinithkumardeveloper.site | 26 live projects | LinkedIn

Dubai-based · UAE employment visa (transferable) · Notice: 30 days

PROFESSIONAL SUMMARY

Web and digital technology specialist with 5+ years and 50+ live projects, owning WordPress websites and web applications end to end for UAE and international brands. Develops and customises WordPress in PHP, ACF, Elementor Pro, HTML, CSS and JavaScript, and troubleshoots themes, plugins, database and compatibility issues independently. Manages the full technical stack behind the sites: hosting environments, servers, domains, DNS, SSL, migrations, staging and deployment, backups, access control and security hardening. Implements and maintains GA4, Google Tag Manager, Google Search Console, Meta Pixel and conversion tracking, and supports Meta Ads through landing-page development, tracking implementation and technical troubleshooting. Owns technical and on-page SEO across site structure, indexing, redirects, metadata, schema and sitemaps, and monitors uptime, errors and Core Web Vitals proactively, consistently delivering Lighthouse scores of 90 to 100. Takes full ownership of technical issues through to resolution, working independently and alongside internal teams and external vendors.

CORE SKILLS

WordPress Development & Management · PHP · ACF · Elementor Pro · HTML, CSS & JavaScript · MySQL & WordPress Databases · Hosting, Servers, Domains & DNS · Migrations, Staging & Deployment · Security, Backups & SSL · API & Third-Party Integrations · GA4, GTM & Search Console · Conversion Tracking & Attribution · Meta Pixel & CAPI · Technical & On-Page SEO · Core Web Vitals & Performance

PROFESSIONAL EXPERIENCE

Senior Full Stack Developer

Jun 2024 – Present

Means Design (Creative Agency), Dubai, UAE · meansdesign.ae

- Manage, maintain and improve WordPress websites and web applications across multiple brands, taking ownership of technical issues through to resolution.
- Develop and customise WordPress in **PHP, ACF, Elementor Pro, HTML, CSS and JavaScript**, including custom themes, plugins built from scratch, custom post types and Gutenberg blocks.
- Troubleshoot and resolve bugs, plugin and theme conflicts, database issues and browser compatibility problems on live production sites.
- Manage hosting environments, servers, domains, **DNS**, SSL certificates, access controls and software updates; handle migrations, backups, staging environments and production deployments.
- Monitor and optimise site speed and **Core Web Vitals**, achieving Lighthouse scores of 90 to 100 on delivered sites, and monitor uptime, errors and site health proactively.
- Manage and troubleshoot **third-party APIs, plugins and software integrations** over REST and GraphQL, including payment gateways, CRM, booking and inventory systems.
- Implement and maintain **GA4, Google Tag Manager and Google Search Console**, and configure conversion tracking, events and attribution across customer journeys.
- Implement **Meta Pixel** and related tracking, and support Meta and Google Ads through landing-page development, campaign tracking setup and technical troubleshooting.
- Own **technical and on-page SEO**: site structure, indexing, redirects, metadata, schema markup, sitemaps and Search Console issue resolution.
- Work with internal marketing teams and external agencies and vendors on web and technology projects, and evaluate and implement new tools where they benefit the business, including AI tooling (Claude Code, ChatGPT, Copilot).

WordPress & Full-Stack Developer

Jul 2022 – Apr 2024

Ezio Solutions Pvt Ltd, Coimbatore, India

- Built and maintained 30+ WordPress sites and 15+ WooCommerce storefronts with custom themes, plugins and PHP back-end logic on MySQL.

- Integrated payment gateways, shipping, CRM and inventory systems over REST APIs, and handled rebuilds and platform migrations.
- Owned hosting, server management, SSL, DNS, backups, security hardening and production deployment across client infrastructure.
- Ran technical SEO, caching and performance work, and set up analytics and tracking across client sites.
- **Rising Star Award** from the Managing Director for outstanding delivery and technical ownership.

Web Developer

Jan 2022 – Jul 2022

Bigbang Creation, Coimbatore, India

- Built and maintained responsive WordPress sites for clients, customising themes and delivering CMS handover and documentation.

Web Developer

Sep 2021 – Jan 2022

Sigfy, Coimbatore, India

- Built responsive front-ends with semantic HTML5 and clean CSS3, refactoring legacy templates for speed and SEO readiness.

Freelance WordPress Developer

2016 – 2018

Yiinfectech, Sivakasi, India

- Built and delivered WordPress websites for small-business clients while completing my undergraduate degree, self-managed end to end.

SELECTED WORK

Means Design meansdesign.ae — agency site built for performance. **Lighthouse: Performance 100 desktop / 90 mobile, SEO 100.**

ZETA Seventy Seven zetaseventyseven.com — premium venue with a **custom interactive floor-plan plugin built from scratch** in PHP on native WordPress architecture — no ACF Pro or third-party licence dependency. Performance 92, Best Practices 100.

TGI Fridays Middle East tgifridaysme.com — five-market regional restaurant group on a custom theme. **Bilingual English/Arabic with full RTL**, menu management, promotions and location finder.

OTG — Vending Reinvented otgnow.com — B2B smart vending brand (WordPress + Elementor + WooCommerce) with product catalogue, dashboards and lead generation.

Seedra seedra.ae — premium UAE organic food store on WooCommerce with curated collections and full payment and shipping configuration.

Skin Experts skinexperts.ae — UAE skincare clinic (WordPress + ACF) with reusable service-page architecture, booking and enquiry flows.

ARRQA Jewellery arrqa.com — luxury 18-karat diamond jewellery brand with elegant collection showcase.

Concinnus concinnus.com — premium UAE yacht and luxury lifestyle brand with cinematic full-screen design.

Tamani Marina tamanimarina.ae — luxury Dubai hotel and serviced apartments with room booking and amenities showcase.

Aviator Cafe aviatorcafe.ae — specialty UAE coffee brand with premium design and immersive brand experience.

Dermarex Health Care dermarex.com — pharmaceutical company across dermatology, cosmetology and diabetology — regulated content handled carefully.

Hobby Sportz Dubai hobbysportzdubai.com — multi-brand RC vehicle store for UAE and Oman with large catalogue and structured filtering.

3X Capital [case study](#) — Dubai financial services brand — built a **custom one-click security hardening plugin** alongside technical SEO and ongoing maintenance.

faraha.in [case study](#) — WooCommerce auto-parts store — built **Python data pipelines** automating a 500+ product catalogue, pricing and inventory.

Further live work includes Lewis James, Hamac Dubai, Brett Johnson, Mom & Mihi, Little Apple, Florist Chennai, Aruna Furniture, Sensorium World, The Crossing Restaurant and more — [full portfolio of 26 featured projects](#).

TECHNICAL SKILLS

WordPress: PHP, custom themes and plugins from scratch, ACF and ACF Pro, Elementor and Elementor Pro, Gutenberg blocks (React), custom post types, WooCommerce, multilingual and RTL, theme and plugin troubleshooting.

Front-End: HTML5, CSS3, SCSS, JavaScript (ES6+), jQuery, Bootstrap, responsive and mobile-first UI, cross-browser debugging (Chrome DevTools).

Databases & Back-End: MySQL and WordPress database management, query optimisation, PHP back-end logic, secure development, Python automation.

Hosting & Infrastructure: cPanel, Hostinger, SiteGround, GoDaddy; domains, DNS management (including MX, SPF, DKIM, DMARC), SSL, Cloudflare (CDN, caching, security), basic Linux/server administration, uptime and error monitoring.

Deployment & Version Control: Git and GitHub, Git flow, staging and production environments, migrations, backups and rollback, CI/CD pipelines.

Integrations: REST and GraphQL APIs, webhooks, payment gateways (Stripe, Tap, Telr, Network International, PayPal, Tabby), CRM (HubSpot), booking systems, email and business software integrations; automation with n8n, Make and Python.

Analytics & Tracking: Google Analytics 4, Google Tag Manager, Google Search Console, Meta Pixel and Conversion API, Microsoft Clarity, Looker Studio; conversion tracking, event configuration and attribution.

SEO & Performance: Technical and on-page SEO, site structure, indexing, redirects, metadata, schema markup, sitemaps; Core Web Vitals, caching, CDN and asset optimisation.

Digital Marketing Support: Meta Ads and Google Ads campaign support, landing-page development, conversion optimisation and A/B testing, social media and content support.

AI Tooling: Claude and Claude Code (agentic workflows), ChatGPT, GitHub Copilot — used daily across development, debugging, QA and documentation.

EDUCATION

Master of Computer Applications (MCA), Hindusthan College of Engineering and Technology	2018 – 2020
Bachelor of Science (B.Sc.), Computer Science, Ayya Nadar Janaki Ammal College	2015 – 2018

LANGUAGES & RECOGNITION

Languages: English (Professional / fluent, written and spoken), Tamil (Native), Malayalam (Conversational).

Award: Rising Star Award, Ezio Solutions — awarded by the Managing Director for exceptional performance and delivery.