

SAURAB GUPTA

Full-Stack Developer | PHP, React, Vue.js, WordPress Expert | API | Performance & SEO Optimization | Team Lead

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SUMMARY

Full-Stack Developer with 4+ years of experience delivering high-quality web applications by combining deep WordPress expertise with modern frontend frameworks like React.js and Vue.js. Skilled in building custom WordPress plugins, themes, and addons, and creating dynamic, responsive UIs and dashboards.

Experienced in RESTful API integration, frontend state management with TanStack Query, and enhancing WordPress with JavaScript-based features. Proficient in backend development with Laravel and PHP, and optimizing performance using Docker, Memcached, and Cloudflare CDN.

Strong collaborator in Agile teams, focused on clean, maintainable code and scalable architecture. Experienced in launching products on WordPress.org and ThemeForest with attention to localization, usability, and performance.

EXPERIENCE

Software Engineer

NeoSOFT (Client: NIUM)

2023 - Present | Mumbai, India

- Contributed to the development of Instarem, NIUM's global remittance business website.
- Led performance optimization and technical oversight of 150,000+ SEO-optimized pages, many programmatically generated.
- Architected and maintained Dockerized development environments for streamlined workflows.
- Integrated Memcached and Cloudflare for CDN, caching, and rate limiting to ensure high performance and uptime.
- Applied advanced and programmatic SEO techniques, driving significant organic traffic growth.
- Maintained a large-scale WordPress/PHP codebase with a focus on scalability, security, and extensibility.
- Collaborated in Agile teams using Jira for sprint planning, task tracking, and coordinated releases.

Software Engineer

Goldenmace

2021 - 2023 | Mumbai, India

- Delivered scalable and secure WordPress plugins, themes, and addons, enhancing user experience with modern frontend integrations.
- Built responsive and interactive user interfaces using **Vue.js** and **React.js**, incorporating **Next.js (SSG)** for SEO-optimized and high-performance frontends.
- Developed robust **RESTful APIs** and **eCommerce systems** with **Laravel** and **PHP**, ensuring secure and efficient communication between frontend and backend.
- Managed complex state and data fetching in React applications using **TanStack Query** and custom React hooks for dynamic, fast web apps.
- Published and maintained premium digital products on **WordPress.org** and **ThemeForest**, upholding high standards of quality, security, and user satisfaction.

EDUCATION

Master Of Computer Applications

University of Mumbai

Bachelor Of Computer Application

Tilak Maharashtra Vidyapeeth

PROJECTS

Instarem – High-Traffic Global Money Transfer Website

2023 - Present | Mumbai, India

https://www.instarem.com/en-sg/

- Managed and optimized a high-traffic WordPress money transfer platform with 150,000+ pages. Improved performance using Docker, Memcached, and Cloudflare CDN, and implemented advanced programmatic SEO strategies. Achieved a 200% increase in website traffic and significant growth in brand awareness and product signups. Maintained code quality with Jenkins CI/CD and SonarQube, collaborating within Agile teams using Jira.

KiviCare Clinic Management System

2021 - 2023 | Mumbai, India

https://kivicare.io/

- Led the development and maintenance of KiviCare's WordPress plugins, themes, and addons, including the core clinic management system and Electronic Health Record (EHR) addons. Managed a cross-functional team to deliver scalable, user-friendly healthcare solutions with a responsive UI built on Vue.js and Bootstrap. Coordinated backend API integration using Axios to ensure smooth data flow between WordPress and frontend components. Implemented multi-language support for translation/localization. Successfully released plugins and themes on WordPress.org and ThemeForest marketplaces. Oversaw code quality, sprint planning, and release management, ensuring timely delivery and continuous product improvements.

SKILLS

BACKEND

PHP | WordPress Plugin/Theme Developer

Laravel | AWS | Memcached | Docker

MYSQL | Linux | OOP | Redis | APIs

Frontend

React.js | Vue.js | Next.js | Vanilla JS

Typescript | jQuery | Bootstrap

Tailwind | Axios | Tanstack Query

Others

SEO | JIRA | Agile Project Management

Git | Bit Bucket | Cloudflare

Google Search Console | Screening Frog