

Amit Kumar Gandhi

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Summary

Highly motivated and results-oriented WooCommerce Specialist with expertise in WordPress automation, custom workflows, and performance optimization. Seeking to leverage proven skills in web development, data integration, and system optimization to build and enhance scalable digital solutions that drive business growth and operational efficiency.

Professional Experience

Sr. WordPress Integrator I

April 2026 – May 2026

vSplash Techlabs Private Limited

Hyderabad, Telangana, India

- Spearheaded the development and optimization of WordPress websites, integrating advanced plugins like WooCommerce, Gravity Forms, and PODs to deliver robust content management solutions.
- Developed and deployed custom web scraping tools, significantly improving data collection efficiency and seamless integration across multiple platforms.
- Designed and implemented responsive interfaces using HTML, CSS, and JavaScript, ensuring broad cross-device compatibility and enhanced user interaction.
- Collaborated with UI/UX teams using Figma, translating design concepts into interactive and accessible web applications that met client specifications.
- Automated complex workflows and improved operational efficiency through the integration of diverse website functionalities tailored to specific business objectives.
- Mentored junior team members on best practices in WordPress development and web scraping techniques, enhancing overall team capabilities.

WordPress Integrator III

April 2025 – April 2026

vSplash Techlabs Private Limited

Hyderabad, Telangana, India

- Managed the end-to-end development of WordPress websites, ensuring high quality and functionality during integration phases.
- Implemented data integration strategies using custom web scraping tools to streamline information flow for various client projects.
- Developed and maintained responsive web designs using a combination of HTML, CSS, and JavaScript, optimizing for performance across devices.
- Worked closely with designers to transform Figma mockups into fully functional and visually appealing web pages.
- Automated routine tasks within WordPress environments, significantly reducing manual effort and improving turnaround times.

WordPress Integrator II

January 2024 – July 2025

vSplash Techlabs Private Limited

Hyderabad, Telangana, India

- Created and managed WordPress websites, utilizing core functionalities and standard plugins to meet project requirements.
- Supported the implementation of data collection tools and basic integration processes for client websites.
- Assisted in developing front-end elements with HTML, CSS, and JavaScript to ensure cross-browser compatibility.
- Participated in UI/UX discussions, providing technical input to translate design concepts into web applications.
- Contributed to basic workflow automation within WordPress, enhancing operational efficiency for small-scale projects.

Junior Associate - Website Developer

January 2023 – December 2023

AffinityX

Pune, Maharashtra, India

- Collaborated effectively with GoDaddy as a key vendor to deliver high-quality website development services.
- Designed and built visually compelling and highly functional websites using WordPress, merging creative vision with technical expertise.
- Ensured exceptional user interface (UI) and user experience (UX) by meticulously focusing on engaging and satisfactory browsing experiences.
- Implemented responsive design principles universally, achieving seamless adaptation across all screen sizes and devices.
- Optimized websites for optimal user experience, prioritizing page load speed, overall performance, and responsiveness in adherence to GoDaddy's best practices.
- Consistently delivered well-designed, user-friendly websites that balanced aesthetic appeal with robust functionality.

Wordpress Developer

July 2022 – December 2022

Initiators Media

Greater Noida

- Installed and configured WordPress, establishing robust foundational frameworks for diverse web development projects.
- Designed and developed engaging websites using WordPress, skillfully combining creativity with technical proficiency to create visually appealing and functional web experiences.
- Maintained the highest standards for user interface (UI) and user experience (UX), ensuring a consistently satisfactory and intuitive browsing experience.
- Implemented responsive design principles across all projects, guaranteeing seamless adaptability and optimal accessibility on various screen sizes and devices.
- Optimized websites for peak performance, prioritizing factors such as page load speed, efficiency, and overall responsiveness to enhance user satisfaction.

Digital Marketing Intern

July 2021 – June 2022

Initiators Media

Greater Noida

- Assisted in the execution of digital marketing campaigns across various platforms, contributing to content creation and analysis.
- Learned and applied SEO best practices to improve website visibility and search engine rankings.
- Supported website content updates and management within WordPress, ensuring timely and accurate information.
- Participated in market research to identify trends and inform marketing strategies.
- Gained exposure to Google Analytics, assisting in reporting and data interpretation for website performance.

Education

Guru Gobind Singh Indraprastha University

Delhi, India

Bachelor of Technology - BTech, Electronic and Communications Engineering Technology/Technician

June 2022

- Developed a strong foundation in electronic and communication systems, which informed problem-solving approaches in web development.

Kendriya Vidyalaya

Delhi, India

Class XII, CBSE

June 2018

- Completed higher secondary education with a focus on core academic subjects.

Kendriya Vidyalaya

Delhi, India

- Achieved strong academic performance in secondary education.

Skills

- WooCommerce
- WordPress
- Web Scraping
- PODS
- Gravity Forms
- Figma
- HTML
- CSS
- JavaScript
- API Integrations
- Custom Post Types
- Website Performance Optimization
- Payment Gateways Integration
- Automation Workflows
- UI/UX Design Principles
- Responsive Design