

Balaramakrishna Talliboyina

Senior WordPress Developer | WooCommerce/Shopify Developer | Elementor Expert

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PROFESSIONAL SUMMARY

Results-driven Senior WordPress Developer with 8+ years of experience delivering 50+ high-performance, SEO-optimized web solutions using Elementor, WooCommerce, Shopify, PHP, JavaScript, HTML, CSS, and MySQL. Proven track record of improving page load speed by 35-50%, boosting organic search rankings by 40-60%, and increasing WooCommerce revenue by 20%+ through Technical SEO, and AI-assisted workflows. Manage the full website lifecycle - from UI/UX design with Figma and Adobe XD to custom theme and plugin development, payment gateway integrations, server security hardening, and continuous performance optimization.

KEY SKILLS

- **Development & CMS:** WordPress | Custom Theme | Custom Plugin | WooCommerce | Shopify | Elementor | Divi | Visual Composer
- **Programming Languages:** HTML | CSS | jQuery | PHP | JS | Bootstrap | XML | MySQL Server | API Integration
- **Search Engine Optimization:** Technical SEO | Yoast SEO | All-in-One SEO | Core Web Vitals | Google Analytics | Google Tag Manager
- **UI/UX & Design:** Figma | Responsive Web Design | Cross-Browser Compatibility | PSD to WordPress | Figma to WordPress | UI Wireframing | Canva
- **Performance & Security:** Page Speed Optimization | CDN Integration | Caching | Image Optimization | Server Security Hardening | SSL | DNS | WAF | Malware Scanning
- **Server & Hosting:** Linux cPanel | GoDaddy | Bluehost | Site Ground | Namecheap | HostGator | Database Management | PhpMyAdmin
- **Plugins & Integrations:** Learn Dash LMS | Gravity Forms | Ultimate Member | Mailchimp | Event Calendar | Appointment Booking | Payment Gateway Integration | WooCommerce/ Shopify Extensions
- **Tools & Workflow:** VS Code | Chrome DevTools | Firebug | Sublime Text | AI-Assisted Development | Software Development Life Cycle (SDLC)

EXPERIENCE

SENIOR WORDPRESS DEVELOPER

08/2022 - Present

OTSI, Hyderabad, India

- Gathered and analysed client requirements, distributed scalable WordPress development solutions, and preserved a 98 percent on-time project delivery rate across all client engagements.

- Expanded, and deployed custom WordPress themes and responsive landing pages using Elementor, Divi, and PHP - improving average page load speed by 35 percent through advanced caching, code minification, and CDN integration.
- Managed the full WordPress CMS lifecycle including custom plugin development, theme management, WordPress core updates, MySQL database architecture, backup protocols, and performance monitoring to ensure 99 percent uptime.
- Provided WooCommerce development projects including custom store builds, payment gateway integrations, cart and checkout optimization, and performance tuning - improving e-commerce conversion rates by over 20 percent.
- Collaborated with UI/UX designers to convert Figma and PSD mock-ups into pixel-perfect, fully responsive WordPress themes and custom Elementor page builder layouts with cross-browser compatibility.
- Implemented server security hardening with SSL, WAF, DNS configuration, and regular malware scanning - maintaining zero critical security breaches across all managed environments.
- Integrated REST APIs, third-party payment gateways, Mail Chimp, Google Tag Manager, and Google Analytics to enable data-driven digital marketing campaigns and performance tracking.
- Conducted WordPress CMS training for 5 or more clients, improving content management efficiency by 40 percent and reducing post-launch support dependency significantly.

WORDPRESS DEVELOPER

05/2021 - 08/2022

Filesie – The Digital Agency, Hyderabad, India

- Improved and preserved 15 or more WordPress websites and custom plugins, ensuring 99.9 percent uptime and seamless responsive web design across all client projects.
- Implemented On-Page SEO, Technical SEO, Schema Markup, Yoast SEO, and site speed optimizations -contributing to a 50 percent improvement in organic search rankings for 3 key client projects.
- Reduced average WordPress development time per project by 20 percent by building reusable custom theme component libraries and standardized sprint workflows.
- Managed multiple concurrent WordPress development projects using structured sprint schedules - achieving zero regression defects in production and 100 percent on-time delivery.
- Defined browser compatibility requirements and executed cross-browser and cross-device testing ensuring consistent HTML5, CSS3, and JavaScript rendering across all platforms.
- Collaborated cross-functionally with UI/UX designers, digital marketers, and QA engineers to resolve complex front-end display, interaction, and navigation challenges

WORDPRESS DEVELOPER

09/2020 - 05/2021

SportzWiki Cricket Media, Hyderabad, India

- Created and built a high-traffic media WordPress website using Elementor and Divi, scaled to handle 100,000 or more monthly visitors through optimized server configurations and advanced caching strategies.
- Applied Technical SEO best practices, Schema Markup, and content optimization - improving domain authority and organic traffic by 40 percent within 6 months.
- Integrated Google AdSense and PPC campaign tools, contributing to a 25 percent increase in ad revenue through performance-driven monetization implementation.
- Architected WordPress back-end with MySQL database design, server integration, and optimized editorial content workflows - reducing publishing time by 30 percent.
- Achieved sub-2-second page load times through CDN setup, server-side caching, image optimization, and continuous performance monitoring.
- Built custom WordPress user documentation enabling editorial staff to independently manage content - reducing developer dependency for routine updates by 60 percent.

UI/UX AND WORDPRESS DEVELOPER

10/2017 - 08/2020

VBRS IT Solutions., Hyderabad, India

- Improved and preserved 10 or more WordPress websites using Elementor and Divi, delivering full responsive web design and cross-browser compatibility across all major browsers and devices.
- Customized WordPress themes and plugins using PHP, JavaScript, HTML5, and CSS3 - reducing external development dependency and saving 15 or more development hours per project cycle.
- Planned UI/UX wireframes, storyboards, and user flows in Figma and Adobe XD - converted PSD and Figma designs to pixel-perfect, production-ready WordPress themes.
- Performed ongoing WordPress maintenance, security updates, performance monitoring, and backups - reducing client-reported issues by 45 percent year-over-year.

KEY ACHIEVEMENTS

- Presented 50 or more WordPress development projects over 8 years with a 4.8 out of 5 average client satisfaction score and 98 percent on-time delivery rate.
- Reduced average website page load time by 35 to 50 percent through advanced caching, CDN integration, image optimization, and JavaScript and CSS minification.
- Improved organic search rankings for 5 or more client websites by 40 to 60 percent within 6 months through Technical SEO, Schema Markup, and content strategy.
- Increased WooCommerce conversion rates by 20 percent or more by optimizing checkout flows, implementing trust signals, and improving mobile responsiveness.
- Saved clients an average of 20 or more development hours per project by building reusable custom WordPress theme frameworks and plugin component libraries.
- Configured and hardened 30 or more production server environments with SSL, firewall rules, and malware scanning - achieving zero critical security breaches.
- Trained 10 or more clients and junior WordPress developers on CMS management - reducing post-launch support tickets by 40 percent.

EDUCATION

Bachelor of Technology (B. Tech) – Computer Science Engineering

NRI Institute of Technology, JNTUK, Agiripalli | 2013 – 2017

STRENGTH

Languages

English (Professional) | Telugu (Native) | Hindi (Conversational)

CERTIFICATIONS

- Google Analytics 4 (GA4) Essential Training, LinkedIn Learning.
- WordPress: Speeding Up Your Site, LinkedIn Learning.
- Using Style guides to Bridge Design & Development, LinkedIn Learning.
- Digital Marketing Certified, HubSpot Academy.
- Spot Recognition, OTSI.
- Prompt Engineering for ChatGPT, Great Learning.