

BALARAMAKRISHNA TALLIBOYINA

Senior WordPress & Web Developer | WooCommerce | Shopify | Technical SEO | UI/UX

Hyderabad, India | +91-9666483374 | tbalaram779@gmail.com | linkedin.com/in/talliboyina-balaramakrishna

PROFESSIONAL SUMMARY

Results-driven Senior WordPress & Web Developer with 8+ years of experience building high-performance, scalable, and SEO-optimized digital platforms for Software MNCs, Pharma, Healthcare, and Media sectors. Proven expertise in WordPress, WooCommerce, Shopify, PHP 8, JavaScript (ES6+), REST APIs, and cloud infrastructure (AWS EC2/S3). Consistent record of delivering measurable outcomes: 35–50% page load improvement, 40–60% organic traffic growth, 20%+ e-commerce conversion increase, and 98% on-time project delivery across 50+ enterprise-grade projects. Adept in Agile/SDLC environments with strong cross-functional collaboration and AI-assisted development skills. Open to Senior Developer, Tech Lead, and Web Architect roles at Software MNCs and Pharma organizations.

CORE TECHNICAL SKILLS

CMS & Platforms:	WordPress (Custom Themes & Plugins), WooCommerce, Shopify, Elementor, Divi, Visual Composer
Programming:	PHP 8, JavaScript (ES6+), jQuery, HTML5, CSS3, Bootstrap 5, XML, REST API, JSON, AJAX
Database:	MySQL, phpMyAdmin, Database Architecture & Optimization
SEO & Analytics:	Technical SEO, Schema Markup, Core Web Vitals, Yoast SEO, Google Analytics 4 (GA4), Google Tag Manager, Google Search Console
Performance:	Page Speed Optimization, CDN Integration, WP Rocket, W3 Total Cache, Image Optimization, JS/CSS Minification
Security:	Server Hardening, SSL/TLS, WAF, OWASP Compliance, Malware Scanning, Firewall Rules, DNS — Zero-Breach Record
UI/UX & Design:	Figma, Adobe XD, PSD-to-WordPress, Responsive Web Design, Cross-Browser Compatibility, Pixel-Perfect Implementation
Cloud & Hosting:	AWS (EC2, S3), Linux cPanel, GoDaddy, Bluehost, SiteGround, Namecheap, HostGator
Integrations:	HubSpot CRM, Mailchimp, Gravity Forms, LearnDash LMS, ACF, Payment Gateways (Razorpay, PayPal, Stripe)
Tools & Workflow:	Git/GitHub, VS Code, Chrome DevTools, Jira, Agile/SDLC, AI-Assisted Dev (ChatGPT, GitHub Copilot, Claude code, Claude Design)
Pharma/Enterprise:	Compliant Web Publishing, Regulatory-Aware UI, Content Governance, LMS Integration, Data-Driven Marketing Portals

PROFESSIONAL EXPERIENCE

Senior WordPress & Website Developer

Aug 2022 – Present

OTSI (Object Technology Solutions Inc.) | Hyderabad, India

- Delivered 20+ enterprise-grade WordPress projects with 98% on-time delivery rate and 4.8/5 client satisfaction score — serving Software MNC and Pharma industry clients.
- Engineered custom WordPress themes and plugins using PHP 8 and JavaScript, reducing average page load time by 35% through CDN integration, advanced caching (WP Rocket), and JS/CSS minification.
- Led end-to-end WooCommerce development — custom store builds, payment gateway integration (PayPal, Stripe, Razorpay), checkout optimization, and A/B testing — boosting e-commerce conversion rates by 20%+.
- Integrated REST APIs, AWS EC2/S3, HubSpot CRM, Mailchimp, Google Analytics 4, and Google Tag Manager for data-driven digital marketing and real-time performance tracking.
- Implemented enterprise-grade server security hardening: SSL/TLS, WAF, OWASP compliance, DNS configuration, and malware scanning — achieving zero critical security breaches across 30+ managed environments.
- Collaborated with UI/UX designers to convert Figma/Adobe XD/PSD mockups into pixel-perfect, fully responsive WordPress themes with cross-browser and cross-device compatibility.

- Managed full CMS lifecycle: custom plugin development, MySQL database architecture, backup protocols, performance monitoring, and 99% uptime maintenance across all client environments.
- Delivered CMS and workflow training to 5+ enterprise clients, improving content management efficiency by 40% and reducing post-launch support dependency significantly.
- Leveraged AI-assisted development (ChatGPT, GitHub Copilot, Claude AI) to accelerate custom WordPress plugin development — reducing boilerplate coding time by 30% and improving code quality.

WordPress Developer

May 2021 – Aug 2022

Filesie – The Digital Agency | Hyderabad, India

- Maintained and enhanced 15+ WordPress websites and custom plugins, ensuring 99.9% 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 50% improvement in organic search rankings for 3 key client projects.
- Reduced average WordPress development time per project by 20% by building reusable custom theme component libraries and standardizing Agile sprint workflows.
- Managed multiple concurrent WordPress projects using structured sprint schedules — achieving zero regression defects in production and 100% on-time delivery.
- Defined browser compatibility requirements and executed cross-browser/cross-device testing for consistent HTML5, CSS3, and JavaScript rendering across all platforms.
- Collaborated cross-functionally with UI/UX designers, digital marketers, AWS teams, and QA engineers to resolve complex front-end display, interaction, and navigation challenges.

WordPress Developer

Sep 2020 – May 2021

SportzWiki Cricket Media | Gurugram, India

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

UI/UX & WordPress Developer

Oct 2017 – Aug 2020

VBRS IT Solutions Pvt. Ltd. | Hyderabad, India

- Developed and maintained 10+ 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 — saving 15+ development hours per project cycle and reducing external dependency.
- Designed UI/UX wireframes, storyboards, and user flows in Figma and Adobe XD — converted PSD/Figma designs into pixel-perfect, production-ready WordPress themes.
- Performed ongoing WordPress maintenance, OWASP security updates, performance monitoring, and backups — reducing client-reported issues by 45% year-over-year.

KEY ACHIEVEMENTS & IMPACT

- Delivered 50+ WordPress projects over 8 years with 4.8/5 client satisfaction and 98% on-time delivery rate.
- Reduced average page load time by 35–50% through caching, CDN, image optimization, and JS/CSS minification.
- Improved organic search rankings for 5+ client websites by 40–60% within 6 months via Technical SEO and Schema Markup.
- Increased WooCommerce conversion rates by 20%+ through optimized checkout flows, trust signals, and mobile UX improvements.

- Saved clients an average of 20+ development hours per project by building reusable WordPress theme frameworks and plugin libraries.
- Hardened 30+ production server environments with SSL, firewall rules, and malware scanning — zero critical security breaches.
- Trained 10+ clients and junior developers on CMS management — reducing post-launch support tickets by 40%.

EDUCATION

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

2013 – 2017

NRI Institute of Technology, JNTUK, Agiripalli | Andhra Pradesh, India

CERTIFICATIONS & AWARDS

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

LANGUAGES

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