

KOTESHWAR RAO M

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Experience

Idea Theorem (Tech Theorem) Pvt. Ltd.

CMS Developer / WordPress Developer

June 2025 – Present

- **Develop and maintain WordPress websites**, including theme customization, plugin development, performance optimization, and issue resolution, ensuring high-quality and scalable solutions. Work extensively with tools such as Elementor, ACF, and Gutenberg to deliver dynamic and user-friendly websites.
- **Collaborate with cross-functional teams** and directly interact with clients to gather requirements, provide updates, and ensure successful project delivery. Handle client communications, project discussions, and requirement analysis effectively.
- **Implemented SEO best practices, performance tuning, and security enhancements** to improve website visibility, speed, and protection against vulnerabilities.
- **Build and manage custom solutions including SharePoint intranet applications using React and SPFx**, aligning with organizational requirements and modern UI/UX standards.
- **Conduct research and prepare detailed documentation for project proposals**, contributing to strategic planning and solution design.
- **Implement AI-driven automation solutions using platforms like OpenAI and Anthropic (Claude AI)** to improve workflows and productivity.
- **Utilize tools and platforms such as Jira for project management and Cloudflare** for performance optimization, security, and CDN management.
- **Work with modern architectures including headless CMS** implementations to build flexible and scalable digital experiences.

AntWalk Pvt. Ltd / 10 Months

Web Developer

Feb 2024 – Dec 2024

- **Developed and maintained custom WordPress themes and plugins** to support AntWalk’s learning and development platform, ensuring high performance, responsiveness, and clean code standards.
- **Collaborated with cross-functional teams** including designers, marketers, and backend developers to build optimized landing pages and websites aligned with business goals and user experience standards.
- **Implemented SEO best practices, performance tuning, and security enhancements** to improve website visibility, speed, and protection against vulnerabilities.

Echidna Software. Pvt. Ltd / 2 years

Senior Software Developer

Feb 2022 – Feb 2024

- Designed, developed, and maintained responsive websites using WordPress, HubSpot CMS, and Webflow to deliver scalable digital experiences for global eCommerce clients.
- Built and customized themes, templates, and modules across platforms to align with client branding, marketing goals, and SEO strategies.
- Integrated CRM workflows, forms, and automation in HubSpot, and implemented clean, no-code/low-code solutions in Webflow to accelerate campaign rollouts.
- Collaborated with cross-functional teams including UX designers, content strategists, and QA engineers to ensure smooth delivery, pixel-perfect implementation, and cross-browser compatibility.

Innominds Software Inc. / 1.2 years

Senior Web Developer

Oct 2020 – Dec 2021

- Developed, customized, and maintained responsive WordPress websites aligned with brand guidelines and user experience goals.
- Integrated third-party APIs and plugins to extend WordPress functionality for marketing campaigns and landing pages.
- Designed and implemented custom themes and templates using PHP, HTML5, CSS3, JavaScript, and jQuery.
- Managed content updates, performance optimization, and security patches for WordPress environments.
- Built HubSpot landing pages, email templates, websites, and blog themes using HubL and HubSpot CMS tools.
- Collaborated with the marketing team to set up automation workflows, forms, and CTAs in HubSpot.
- Ensured SEO best practices and implemented analytics/tracking integrations like Google Tag Manager and HubSpot tracking code.
- Migrated content and implemented dynamic content personalization across WordPress and HubSpot platforms.
- Troubleshooted technical issues and provided support for ongoing website enhancements and HubSpot CRM integrations.
- Worked closely with designers, marketers, and backend developers to deliver cohesive, user-friendly digital experiences.

Netenrich Technologies Pvt. Ltd. / 2.10 years

Senior Analyst

Nov 2017 – Oct 2020

- Led the complete **revamp of the corporate website**, improving design, performance, and user experience.
- Designed and developed custom landing pages and microsites to support marketing campaigns and lead generation initiatives.
- Implemented on-page SEO strategies, including meta tags, schema markup, and internal linking to improve search engine visibility.
- Focused on website performance optimization, including image compression, caching strategies, and code minification.
- Developed and maintained email templates compatible with major email clients for newsletters, campaigns, and automation.
- Built and optimized responsive landing pages tailored for paid media and organic campaigns.
- Managed WordPress hosting on AWS, including deployment, server configuration, backups, and security measures.
- Collaborated with digital marketing and design teams to ensure brand consistency and effective user journeys.
- Monitored website analytics and performance using tools like Google Analytics and PageSpeed Insights to drive data-informed improvements.

Hilton Software / 2.2 years

Senior Software Engineer

Aug 2015 – Oct 2017

At Hilton Software Technologies, I was responsible for developing and maintaining dynamic web applications using PHP and frameworks like CodeIgniter and Laravel. I built responsive and interactive front-end interfaces with HTML, CSS, and JavaScript, ensuring optimal performance across all major browsers and devices. My role involved integrating APIs, managing MySQL databases, and collaborating closely with designers and backend teams to deliver user-centric solutions. I also focused on writing clean, secure code and optimizing application performance throughout the development lifecycle.

Awards

Star Performer Award At NetEnrich / 2018 – 2019

Star Performer Award, NetEnrich (Q2 2018 & Q3 2019) – Recognised for key contributions and outstanding achievements.

Education

Visvesvaraya Technological University / 4years

Bachelor of Engineering

2011 – 2015

Skills

- CMS:** WordPress, Webflow, HubSpot, Magento, Framer, Shopify and Bubble.io
- Languages:** PHP, JavaScript, HTML5, CSS3, jQuery
- Frameworks & Tools:** Laravel, CodeIgniter, Bootstrap, SASS, Git, Figma
- Database:** MySQL
- SEO & Performance:** On-page SEO, Speed Optimization, Schema Integration
- Web Services:** REST APIs, GraphQL Payment Gateway Integration
- Platforms:** Linux, cPanel, WHM, Elementor
- AI:** GenAI, OpenAI and Anthropic (Claude AI)
- Cloud Platforms:** AWS, Google Cloud, Azure
- JavaScript Frameworks:** React JS (Next JS and Vite JS)