KOTESHWAR RAO M

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Experience

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, 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.
- Troubleshoot 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.

Education

Visvesvaraya Technological University / 4years

Bachelor of Engineering
2011 – 2015

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 2015

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.

Skills

CMS: WordPress, Webflow, HubSpot, Magento, Framer

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, Payment Gateway Integration

Platforms: Linux, cPanel, WHM, Elementor

AI: GenAI

Cloud Platforms: AWS, Google Cloud