

# Pankaj Warade

## Senior Web Developer

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### SUMMARY

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Senior Web Developer with **7 years of experience in website development**, CMS platforms, website operations, and production support. **Experienced in building, maintaining, and optimizing enterprise, marketing, and business websites across WordPress and other CMS environments.**

Strong expertise in WordPress, HTML, CSS, JavaScript, PHP, MySQL, **ACF, CPT, custom theme and plugin development**, and website troubleshooting. Experienced in website maintenance, **content management**, production deployments, **performance optimization, technical SEO**, analytics implementation, and hosting environments.

Proven ability to collaborate with cross-functional teams including marketing, content, design, and business stakeholders to deliver scalable, high-quality web solutions. **Skilled in AI-assisted development workflows to improve debugging efficiency, implementation speed, and overall delivery quality.**

### KEY SKILLS

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- **Core Technologies** : HTML, CSS, JavaScript, PHP, MySQL, REST API
- **Frameworks & UI** : Bootstrap, Tailwind CSS, jQuery, React.js
- **WordPress & CMS** : WordPress, WooCommerce, ACF, CPT, Gutenberg Blocks, **Custom Theme & Plugin Development.**
- **Tools & Workflow** : Git, GitHub, VS Code, Jira, Basic CI/CD or Deployment Workflow
- **AI-Assisted Development** :
  - Code debugging and issue resolution
  - Faster implementation and prototyping

- WordPress customization support using AI

## **WORK EXPERIENCE**

### **Sr. WordPress Developer**

08/2024 – CURRENT

**Clodura.AI** Pune, India

#### **Role and Responsibilities:**

- Maintain WordPress-based **marketing website** supporting a **SaaS product and campaign initiatives**.
- Develop **responsive landing pages**, product pages, and campaign-driven web content using HTML, CSS, JavaScript, and jQuery.
- **Convert UI/design references into responsive frontend implementations** for marketing and lead generation pages.
- Customize **WordPress** themes, plugins, and **ACF reusable components**.
- **Use AI-assisted development tools** for debugging, faster implementation, and improving development productivity while maintaining code quality.
- **Worked closely with marketing teams to execute campaign pages, product updates**, and lead generation initiatives.
- Handle website updates, bug fixes, deployments, and ongoing maintenance activities.
- Supported **performance, technical SEO (metadata, sitemap), analytics (GA4/GTM), and security updates**

#### **Environment and Technologies:**

- HTML, CSS, Bootstrap, JavaScript, jQuery, PHP, **WordPress**, ACF

### **Sr. Web Developer**

07/2022 – 06/2024

**First European Infotech India Ltd**, Goa, India

#### **Role and Responsibilities:**

- Managed and maintained **travel-based marketing websites** and booking-related pages using PHP, HTML, CSS, and JavaScript.
- Regularly updated **travel destinations, promotional campaigns, package information**, and **dynamic marketing content**.
- **Collaborated with marketing teams to launch campaign pages, blogs, promotional offers, and seasonal travel content**.
- Implemented custom code updates and **template enhancements** for dynamic content rendering and website improvements.
- **Supported website operations including content updates, bug fixing, QA validation, and production deployments**.
- Worked on responsive UI improvements and cross-browser compatibility fixes.

- Performed **technical SEO improvements including metadata optimization, page structure updates, and website performance optimization.**
- **Maintained marketing website content accuracy and ensured timely execution of website changes.**

**Environment and Technologies:**

- HTML, CSS, Bootstrap, JavaScript, jQuery, PHP

**Sr. Analyst,**

05/2021 – 07/2022

**eClerx Services Limited, Pune, India.**

**Role and Responsibilities:**

- Worked on Timberland (US & Canada) **marketing website operations using AEM 6.3 and WordPress.**
- Managed **regular website updates, campaign pages, experience pages, and promotional content aligned with marketing timelines.**
- Supported **localized content updates and marketing campaign rollouts** for regional website requirements
- Created and **rolled out pages using reusable AEM components** with custom **HTML, CSS, JavaScript, and jQuery** enhancements.
- Performed **page rollout, content updates, version management,** and publishing activities in **AEM authoring environments.**
- Collaborated closely with **US marketing teams** and stakeholders to deliver campaign-driven website experiences.
- Handled **Jira-based website requests,** bug fixes, **content changes,** and **publishing workflows within defined timelines.**
- Performed QA validation including responsive layout testing, content checks, link validation, and browser compatibility testing before go-live.
- Supported ongoing **website maintenance and production publishing** activities across multiple marketing web properties.
- Assisted with **technical SEO** best practices and **website performance improvement activities for campaign pages.**
- Supported **WordPress-based website updates** and maintenance for additional projects.

**Environment and Technologies:**

- HTML, CSS, Bootstrap, JavaScript, jQuery, AEM and WordPress

08/2019 – 05/2021

## **Web Developer,**

**Sovereign Software**, Pune, India.

Worked with multiple clients for developing and maintenance of websites.

### **Role and Responsibilities:**

- Developed and maintained **multiple WordPress websites** for local and international clients across different industries
- Implemented page-building solutions using **Gutenberg, Elementor, and Visual Composer** for flexible content management
- Handled **end-to-end website development**, including design implementation, deployment, and maintenance.
- Performed bug fixing, troubleshooting, and performance improvements across multiple projects.

### **Environment and Technologies:**

- WordPress, WooCommerce, PHP, MySQL, REST API, JavaScript, jQuery, AJAX, HTML, CSS

## **EDUCATION**

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- BE (comp) from Pune University – 2018 (60%)
- HSC from Maharashtra state board, Amaravati- 2010 (68%)