

# DEYAN KAVINDU

## WordPress Web Developer & SEO Specialist

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### PROFESSIONAL SUMMARY

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Results-driven WordPress Developer and SEO Specialist with 4+ years of professional experience building, customizing, and optimizing WordPress websites and WooCommerce stores. Proven expertise in custom theme and plugin development, Advanced Custom Fields (ACF), JetEngine, WooCommerce integrations, and REST API implementations. Skilled in Technical SEO, Core Web Vitals optimization, and performance tuning that drives measurable organic growth. Adept at managing full project lifecycles from server provisioning and domain management through to deployment and ongoing maintenance while delivering clean, scalable, and secure code.

### SKILLS

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**WordPress & CMS:** Custom Theme Development • Custom Plugin Development • Gutenberg • ACF • JetEngine • Custom Post Types (CPT) • Dynamic Content • Elementor

**WooCommerce & E-Commerce:** WooCommerce Development • Payment Gateway Integration • Product & Inventory Management • Checkout Optimization • Booking Systems

**Frontend:** HTML5 • CSS3 • JavaScript (ES6+) • Responsive Web Design • Cross-Browser Compatibility

**Backend & Server:** PHP • MySQL • REST API Integration • cPanel • Web Hosting & Domain Management • Server Optimization • Website Migration

**SEO & Analytics:** Technical SEO • On-Page & Off-Page SEO • Local SEO • Keyword Research • SEO Audits • Schema Markup • Core Web Vitals • Google Analytics (GA4) • Google Search Console • Rank Math • Yoast SEO • CRO

**Tools & Workflow:** Git & GitHub • Figma • Canva • WP All Import • VS Code

**Soft Skills:** Client Communication • Project Planning & Management • Team Collaboration • Problem Solving • Attention to Detail • Time Management

## WORK EXPERIENCE

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### **WordPress Developer** | CMECK Software Solutions (Pvt) Ltd | 2025 – 2026

- Developed advanced WordPress solutions using ACF, JetEngine, and Custom Post Types to build dynamic content-driven websites
- Optimized Core Web Vitals (LCP, FID, CLS) and overall site performance, resulting in measurably improved PageSpeed scores
- Managed WooCommerce development, product configurations, and payment gateway integrations
- Handled database optimization, routine maintenance, security hardening, and hosting management
- Implemented Technical SEO best practices, including on-page and off-page optimization strategies

### **Web Developer & SEO Specialist** | Visionary Verse (Pvt) Ltd | 2024 – 2025

- Built and customized WordPress themes and plugins from scratch to meet bespoke client requirements
- Developed and launched multiple WooCommerce stores with custom checkout flows and payment gateway integrations
- Led end-to-end SEO strategies (technical, on-page, off-page), achieving measurable improvements in organic search rankings
- Integrated Google Analytics 4, Google Search Console, and Conversion Rate Optimization (CRO) workflows for clients
- Managed server environments, domain configurations, DNS records, and website migrations via cPanel
- Delivered API and third-party integrations, including booking systems, CRMs, and marketing tools
- Collaborated directly with clients on project planning, requirements gathering, and progress reporting

## **Web Developer** | *E-Support Technologies (Pvt) Ltd* | 2023 – 2024

- Developed and maintained WordPress web applications with a strong focus on performance and responsiveness
- Customized WordPress themes and implemented responsive designs compatible across devices and browsers
- Performed Technical SEO implementation, including metadata optimization, schema markup, and site speed improvements
- Managed server and hosting environments, resolving technical issues to ensure maximum uptime
- Conducted code reviews and quality assurance to maintain development standards across the team
- Utilized Git for version control and collaborated with cross-functional teams on feature development

## **Freelance WordPress Developer & SEO Specialist** | *Self-Employed* | 2022 – Present

- Delivered 30+ custom WordPress websites for businesses across tourism, e-commerce, hospitality, and education sectors
- Built WooCommerce stores, online booking systems, and service-based websites tailored to client needs
- Performed comprehensive Technical SEO audits and implemented optimization strategies to boost search visibility
- Handled full-cycle website migrations, server provisioning, and post-launch maintenance and support

## **EDUCATION**

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### **BSc (Hons) Computer Science and Software Engineering**

*University of Bedfordshire* | 2023 – 2024

### **HND in Software Engineering**

*SLIIT Academy* | 2021 – 2023

### **GCE Advanced Level (A/L)**

*Wayamba Royal College* | 2019

## ADDITIONAL INFORMATION

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**Languages:** English (Professional) • Sinhala (Native)

## REFERENCES

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**Mr. Vibhavi Atigala**

*Lecturer - SLIIT Academy*

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