

Abhishek Gavel

WOOCOMMERCE · ELEMENTOR PRO · PHP SPECIALIST

WooCommerce
SPECIALIST

REST APIs
BACKEND DEV

Custom Plugins
30+ BUILT

AI Workflows
AI-READY DEV

CONTACT

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● Bengaluru, Karnataka, India

CORE SKILLS

- WordPress Development
- WooCommerce Customization
- Elementor / Elementor Pro
- Custom Themes & Plugins
- PHP (8+), MySQL, REST APIs
- JavaScript (ES6+), jQuery, AJAX
- Performance Optimization
- SEO-Friendly Development
- Migrations & Troubleshooting

AI-READY SKILLS

- ChatGPT & OpenAI Codex
- Claude & AI-Assisted Dev
- Prompt Engineering
- AI QA & Content Workflows
- MCP & Automation Planning

TOOLS & STACK

- ACF Pro
- JetEngine
- Gravity Forms
- YITH Suite
- WP Rocket
- Rank Math
- Git / GitHub
- cPanel
- Webmin
- Virtualmin
- LocalWP
- WPML

EDUCATION

B.E. Computer Science
Chhatrapati Shivaji Institute
of Technology, Durg
2011 - 2015

Senior WordPress Developer with **9+ years** and **120+ projects** shipped for agencies and eCommerce brands. Expert in WooCommerce, Elementor Pro, PHP, REST APIs and custom plugin architecture. Pioneers AI-assisted workflows using ChatGPT, Claude & OpenAI — delivering conversion-focused, scalable WordPress systems consistently on time.

PROFESSIONAL EXPERIENCE

- Lead Web Developer** Jul 2024 - Present
Wilson Digital Marketing
 - Architected and delivered end-to-end WordPress solutions for 15+ local business clients, combining responsive frontend builds with custom backend logic and automation.
 - Spearheaded Elementor Pro and WooCommerce builds improving client SEO rankings and lead generation flow, contributing to measurable increases in conversions.
 - Configured and customized 30+ plugins — including WooCommerce Subscriptions, Gravity Forms, ACF, JetEngine — to meet complex, client-specific business requirements.
 - Pioneered AI-assisted development using ChatGPT, Claude and OpenAI, cutting review and QA turnaround time significantly. **AI**
- Integration Manager / Senior WordPress Developer** Apr 2019 - Jul 2024
BluePoint Digital
 - Owned technical delivery across 60+ large-scale WordPress projects — integrations, plugin customization, performance tuning and on-time launch.
 - Engineered scalable WooCommerce and REST API platforms using PHP, MySQL, ACF, custom post types and Elementor Pro for high-traffic clients.
 - Reduced page load time by optimizing assets, caching and CDN configuration across multiple production WooCommerce stores.
 - Coordinated cross-functional teams of designers, developers and PMs with structured QA and staging sign-off on every delivery.
- Lead WordPress Developer & Full Stack Specialist** Sep 2023 - Jun 2024
Brilliant Scents
 - Designed and built a luxury WooCommerce fragrance store — custom product layouts, dynamic bundle pricing, subscription workflows and promotional landing pages.
 - Managed full DevOps: staging, CDN, cron jobs, backups and hosting troubleshooting, achieving near-zero downtime on live production.
- Senior WordPress Developer** Mar 2018 - Apr 2019
Agathsysa Technologies Pvt Ltd
 - Built 20+ responsive WordPress websites with custom layouts, plugin integration and UI/UX implementation for clients across retail, services and hospitality.
 - Optimized site performance, resolved cross-browser issues and delivered client-specific features across the full project lifecycle.
- WordPress Developer** Aug 2017 - Mar 2018
Cusplink Consulting Pvt Ltd
 - Delivered 10+ concurrent client WordPress projects — custom theme development, plugin integration, performance tuning and staged handover with documentation.
 - Streamlined site migration and deployment processes, reducing rollout time and post-launch bug rates across the client portfolio.
- Freelance Web Developer** Jul 2015 - Jun 2017
Desizn.in
 - Scoped, designed and launched WordPress and WooCommerce solutions for startups and SMBs — full ownership from requirements to deployment and ongoing support.

KEY COMPETENCIES

- WooCommerce
- Elementor Pro
- Custom Plugins
- PHP & MySQL
- REST APIs
- JavaScript / jQuery
- ACF / JetEngine
- Performance Optimization
- Site Migrations
- AI-Assisted Dev
- Prompt Engineering
- Claude / ChatGPT
- Git / GitHub
- SEO Development
- Responsive Design
- Webmin / Virtualmin