

Abhishek Gavel

WOOCOMMERCE · ELEMENTOR PRO · PHP SPECIALIST

WooCommerce
SPECIALIST

Elementor Pro
EXPERT BUILDER

Custom Plugins
30+ BUILT

AI Workflows
AI-READY DEV

CONTACT

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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 & Cursor IDE
- Claude & AI-Assisted Dev
- Copilot & Codex
- n8n & Ollama Automation
- Prompt Engineering
- AI QA & Content Workflows

TOOLS & STACK

- ACF Pro
- JetEngine
- Gravity Forms
- YITH Suite
- WP Rocket
- Rank Math
- Git / GitHub
- cPanel
- Webmin
- Virtualmin
- LocalWP
- WPML
- n8n
- Ollama
- Cursor IDE
- MCP Servers

EDUCATION

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

Senior WordPress Developer with **10+ years** and **120+ projects** delivered for agencies and eCommerce brands. Led cross-functional teams, managed complex integrations, and shipped conversion-focused systems across 3 agencies. Expert in WooCommerce, Elementor Pro, PHP, REST APIs and custom plugin architecture — leveraging ChatGPT, Claude and n8n to accelerate delivery.

PROFESSIONAL EXPERIENCE

- Lead Web Developer** Jul 2024 - Present
Wilson Digital Marketing
 - Architected end-to-end WordPress solutions for 15+ local business clients, integrating responsive frontend builds with custom backend logic and automation workflows.
 - Spearheaded Elementor Pro and WooCommerce builds across 15+ projects, improving SEO rankings and lead generation flow with noticeably higher on-site conversions.
 - Configured and customized 30+ plugins — WooCommerce Subscriptions, Gravity Forms, JetEngine — with zero critical post-launch failures across all client deployments.
 - Pioneered AI-assisted development using ChatGPT, Claude and Cursor IDE across 100% of active projects, substantially cutting QA turnaround time.
- Integration Manager / Senior WordPress Developer** Apr 2019 - Jul 2024
BluePoint Digital
 - Owned delivery of 60+ large-scale WordPress projects over 5 years — integrations, plugin customization and performance tuning through to launch.
 - Engineered scalable WooCommerce and REST API platforms using PHP, MySQL, ACF and Elementor Pro, serving 10+ high-traffic clients simultaneously.
 - Reduced page load time via asset optimization, caching and CDN across 10+ production WooCommerce stores, improving user experience and checkout flow.
 - Coordinated teams of 3-5 designers, developers and PMs across 60+ projects with structured QA and staging sign-off on every delivery.
 - Client Project: Brilliant Scents — Full Stack Development** Sep 2023 - Jun 2024
BluePoint Digital Client Engagement
 - Designed and built a luxury WooCommerce fragrance store with 5+ custom product layouts, bundle pricing logic and subscription workflows — delivered within a 3-month timeline.
 - Managed full DevOps lifecycle — staging, CDN, cron jobs, backups — maintaining near-zero downtime across 9 months of live production.
- Senior WordPress Developer** Mar 2018 - Apr 2019
Agathsya Technologies Pvt Ltd
 - Built 20+ responsive WordPress websites with custom layouts and plugin integration across 3 sectors — retail, services and hospitality.
 - Optimized performance and resolved cross-browser defects across all 20+ projects, improving mobile usability and client satisfaction.
- WordPress Developer** Aug 2017 - Mar 2018
Cusplink Consulting Pvt Ltd
 - Delivered 10+ concurrent WordPress projects — custom theme development, plugin integration and performance tuning, all within agreed timelines.
 - Streamlined migration and deployment for 10+ client sites, reducing rollout time and post-launch defects across the portfolio.
- Freelance Web Developer** Jul 2015 - Jun 2017
Desizn.in
 - Scoped, designed and launched 25+ WordPress and WooCommerce solutions for startups and SMBs over 2 years — full ownership from requirements to deployment.

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
- n8n Automation
- Cursor IDE
- Ollama / Local AI
- Git / GitHub
- SEO Development
- Webmin / Virtualmin
- Responsive Design