

# ANNA SAJU

WordPress Architect & Senior Developer

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## PROFESSIONAL SUMMARY

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WordPress Developer and Architect with 8+ years of experience engineering responsive, SEO-friendly, and high-performance digital solutions. Expert in custom theme and plugin development with deep mastery in Gutenberg blocks, ACF Pro, WPML multi-language setups, and WordPress Multisite networks. Specialized in complex WooCommerce ecosystems, API integrations, and custom WP-JSON endpoints. Proficient in Elementor Pro custom widget development and WPBakery, with a strong technical base in HTML5, SCSS, ReactJS, and performance optimization. Experienced in CRM integrations (Pipedrive), Slack webhook automation, and enterprise security via Wordfence. Available to work globally.

## CORE COMPETENCIES

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Custom Theme & Plugin Development • WordPress Multisite & WPML • WooCommerce Architecture • Gutenberg Block Development • ACF Pro • Elementor Pro & Custom Widgets • API & CRM Integration • Performance Optimization (WP-Rocket) • Web Security (Wordfence) • ReactJS • SCSS/CSS3 • Git/Bitbucket • WP Engine Hosting • Figma / Adobe XD

## PROFESSIONAL EXPERIENCE

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### WordPress Developer

*Feb 2025 – Apr 2026*

**FunderPro Ltd** | St. Julians, Malta / Remote

- Directed end-to-end management and maintenance of enterprise-grade proprietary WordPress platforms serving a global user base.
- Developed advanced custom Elementor Pro widgets and bespoke plugins delivering dynamic, API-driven functionality.
- Architected complex Pipedrive CRM integrations and automated lead-capture systems using custom form add-ons.
- Engineered real-time Slack Webhook notifications for form submissions, improving lead response times and internal transparency.
- Maintained multi-language (WPML) and high-conversion WooCommerce architectures across the platform portfolio.
- Managed site deployments and hosting environments on WP Engine, ensuring uptime and performance benchmarks.

### WordPress Developer

*Dec 2022 – Feb 2025*

**Red Acre Ltd** | St. Julians, Malta / Remote

- Architected custom themes and plugins using ACF Pro, modern PHP, and SCSS for scalable enterprise WordPress solutions.
- Developed custom Elementor Pro widgets integrated with complex external APIs to deliver dynamic, real-time content.
- Optimized site performance using WP-Rocket and custom asset minification strategies involving ReactJS and Node modules, achieving Core Web Vitals improvements.
- Implemented enterprise-level security protocols using Wordfence and custom server-side hardening techniques.

## WordPress Developer

Jan 2021 – Nov 2022

**Pixelflames Technologies Pvt Ltd** | Kerala, India / Remote

- Built WordPress websites from scratch and using ACF Pro or page builders (Elementor, WPBakery) tailored to client requirements.
- Developed and customized plugins and themes including custom post types, taxonomies, custom shortcodes, and Gutenberg blocks.
- Enhanced page speed performance via caching plugins, CSS/JS minification, and WebP image conversion.
- Delivered multi-language (WPML), multisite, and WooCommerce websites with payment gateway integration and WooCommerce REST API.

## WordPress Developer

Aug 2020 – Jan 2021

**AlignMinds Technologies** | Kerala, India / Remote

- Contributed to enterprise software development lifecycle specializing in WordPress web solutions and robust infrastructure.
- Implemented AJAX-driven features, API integrations, and SMTP configurations for client projects.

## WordPress Developer

May 2018 – Aug 2020

**Centre Source Consultancy Services Pvt. Ltd** | Kerala, India

- Led full-stack web development and high-precision digital product delivery for a diverse client portfolio.
- Developed responsive, cross-browser tested, and SEO-optimized WordPress websites using custom themes and plugins.

## WordPress Developer

Sep 2017 – May 2018

**Tackzona Technologies Pvt. Ltd** | Kerala, India

- Entered professional software engineering with a focus on scalable web application development.
- Built and deployed WordPress sites for client projects, gaining foundational expertise in PHP, HTML, CSS, and jQuery.

## TECHNICAL SKILLS

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| <b>CMS &amp; Backend</b>    | WordPress, PHP, ACF Pro, WooCommerce, Custom Post Types, Custom WP-JSON API            |
| <b>Frontend</b>             | HTML5, CSS3 / SCSS, Bootstrap, JavaScript (ES6+), ReactJS, jQuery, AJAX                |
| <b>WP Architecture</b>      | WPML, WordPress Multisite, Gutenberg, Elementor Pro, WPBakery, Custom Widgets & Blocks |
| <b>Integrations</b>         | Pipedrive CRM, Slack Webhooks, REST APIs, SMTP, Payment Gateways, WooCommerce REST API |
| <b>Performance</b>          | WP Rocket, Asset Minification, Core Web Vitals, WebP Optimization, Node Modules        |
| <b>Security &amp; Infra</b> | Wordfence, WP Engine, cPanel / FTP, Server-Side Hardening                              |
| <b>Tooling &amp; Design</b> | Git, Bitbucket, Figma, Adobe Photoshop, Adobe XD                                       |

## EDUCATION

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**BTech, Computer Science and Engineering**

2013 – 2017

Kerala, India