

# Smritee Kana Poddar

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## Senior Wordpress Developer

Results-driven Senior Web & Software Developer with 14+ years of experience designing, developing, and deploying scalable web applications. Expert in WordPress (themes, plugins, WooCommerce, Elementor, Visual Composer), PHP frameworks (Laravel, CodeIgniter), and full-stack development. Proven track record of delivering 100+ high-performance websites, integrating RESTful APIs, optimizing database performance by up to 30%, and leading cross-functional teams in Agile environments.

## WORK EXPERIENCE

### Blaze Mark Communication 06/2022 – Present Senior Software Developer & Project Manager • Full-time Banani, Dhaka

- Lead WordPress and back-end projects, designing custom themes, plugins, and integrating REST APIs.
- Architected database schema for high-traffic platforms, improving query efficiency by 30%.
- Mentored junior developers and implemented Git-based CI/CD workflows.
- Collaborated with design teams to deliver pixel-perfect, mobile-first websites.

### Global Technology Advancement 08/2018 – 05/2022 Senior Software Developer

- Managed full project lifecycle from requirement gathering to deployment.
- Developed bespoke responsive WordPress themes with SEO optimization.
- Integrated payment gateways, booking systems, and third-party APIs.
- Ensured 99% uptime through proactive maintenance.

### We Do The Webs 09/2012 – 07/2018 Web Application Programmer

- Built and maintained 50+ WordPress websites for eCommerce, corporate, and educational clients.
- Created custom plugins for WooCommerce shipping calculations, PayPal Advanced, and user-role management.
- Ensured UI/UX accuracy and cross-browser compatibility.

### Acrinet Business Solution 06/2010 – 08/2011 Programmer

- Developed PHP/MySQL applications and redesigned websites using HTML, CSS, and JavaScript.
- Delivered client training on content management workflows.

### Newage Infotach Service Limited 11/2009 – 03/2010 Junior Programmer

- Created front-end templates and database-driven features.
- Provided client support for ongoing website maintenance.

## EDUCATION

**M.Sc. in Computer Science & Engineering**  
United International University • GPA: 3.95/4.00 Dhaka

**B.Sc. in Computer Science & Engineering**  
Ahsanullah University of Science & Technology • GPA: 3.04/4.00 Dhaka

## CERTIFICATIONS

### SEO Course

06/2025 – 07/2025

Khalid Farhan

### Mobile Application Development (Android)

01/2017

BASIS Institute of Technology & Management

### Advanced PHP & CMS

01/2008

IBCS-Primex

## PROJECTS

### Wales Bangladesh Chamber

Custom WordPress theme, multilingual support, improved SEO visibility.

### Adventure Kayaking

Booking system integration into WordPress platform.

### Radical Shipping

WooCommerce Sendle shipping API plugin for flat-rate & door-to-door delivery.

### PayPal Advanced Plugin

Secure payment processing system for WooCommerce.

### Multiple WooCommerce Stores

Theme customization, performance tuning, and SEO optimization.

<https://www.txorthopaedic.com/>

<https://verify-training.com/>

<http://benas.com>

<https://www.finerdetails.com.au/>

<https://pcniarlinton.com/>

<https://www.domaindigital.com.au>

<http://rocklands.co.nz>

<https://naviafreight.com/>

<https://radiumcapital.com.au/>

<https://cardiffsanifloplumbing.co.uk/>

<https://www.adventurekayaking.co.uk/>

<https://federalinsubd.website/>

## SKILLS

**Front-End Development:** Ajax, Bootstrap, CSS3, HTML5, JavaScript (ES6+), jQuery, React.js, Responsive UI, Tailwind CSS

**Back-End Development:** CodeIgniter, Laravel, Moodle, PHP, REST API, WooCommerce

**Database & DevOps:** CI/CD Pipelines, Composer, Database Optimization, Git, MySQL/MariaDB, npm

**CMS & eCommerce:** Custom Payment & Shipping Integrations, Elementor, Magento, Visual Composer, WooCommerce, Wordpress, WordPress Theme Customization, Wordpress Theme & Plugin Development, WPBakery

**Tools & Methodologies:** Agile/Scrum, Bitbucket, GitHub, Visual Studio Code

**Other Skills:** Client Training & Support, Cross-Browser Compatibility, SEO Optimization, Website Speed Optimization