

NILESH R. VASTARPARA

WordPress Developer • Elementor Expert • SEO Specialist

Surat, Gujarat, India | +91-9725623091 | neo.vastarpara@gmail.com

Linkedin: [linkedin.com/in/nileshvastarpara/](https://www.linkedin.com/in/nileshvastarpara/) | Personal Site: nileshvastarpara.com

PROFESSIONAL SUMMARY

Senior WordPress Developer and Web Development Professional with 10+ years of experience and 200+ WordPress websites delivered across business, corporate, and eCommerce requirements. Experienced in WordPress, PHP, custom themes, custom plugins, WooCommerce, and complex web applications. Strong experience with Gutenberg, Elementor, Elementor Pro, Kadence, Kadence Blocks, Divi, Astra, and other leading WordPress frameworks and page builders, along with GoHighLevel CRM and website integrations.

Skilled in responsive design, WordPress migrations with existing data while preserving SEO rankings, API and payment gateway integrations, WordPress Multilingual and Multisite development, Headless/Decoupled CMS environments, Core Web Vitals, Technical SEO, AI Search / AEO, WCAG compliance, WordPress security, automated backups, custom content workflows, and performance optimization. Strong understanding of WordPress core concepts, including themes, plugins, hooks, filters, WP-CLI, imports, troubleshooting, and website recovery. Experienced in SEO-friendly development practices, setting websites up for SEO success from the beginning, and implementing reliable development and backup strategies to minimize downtime and data loss.

Experienced in project management, team leadership, client communication, requirement analysis, technical estimation, custom content workflows, and AI-assisted development, including AI-based code generation, debugging, and optimization.

CORE SKILLS

- WordPress Development & Customization - Custom Themes, Custom Plugins, Custom Post Types, Hooks, Filters, WP-CLI, Imports & Advanced Functionality
- WordPress Frameworks - Gutenberg, Elementor, Elementor Pro, Kadence, Kadence Blocks, Divi & Astra
- WordPress Migration & CMS - WordPress Migration, Existing Data Migration, SEO-Preserving Migration, Headless/Decoupled CMS, WordPress Multisite & Multilingual Development
- GoHighLevel Integration & Website Development
- SEO & Performance - Technical SEO, Core Web Vitals, SEO-Friendly Development, AI Search / SEO, Performance Optimization & SEO Success Setup
- Accessibility & Security - WCAG Compliance, WordPress Security, Automated Backups, Website Recovery & Downtime Minimization
- E-Commerce - WooCommerce & Shopify
- API & Payment Gateway Integration

- Content Management - Custom Content Workflows, Content Imports & WordPress Content Management
 - AI-Assisted Development & Optimization
 - Project Management, Team Leadership & Client Requirement Analysis
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PROFESSIONAL EXPERIENCE

Project Manager - Techeshta Solutions

Dec 2018 - Present

- Lead and contribute to WordPress website and web application development projects from requirements gathering through final delivery, contributing to the successful delivery of 200+ websites and web projects.
- Develop and customize WordPress websites, custom themes, custom plugins, and advanced functionality based on business requirements, design specifications, and client objectives.
- Build complex WordPress applications with advanced customization, custom content workflows, hooks, filters, WP-CLI, imports, and tailored functionality to meet project-specific requirements.
- Convert Figma, PSD, Adobe XD, PDF, and other design mockups into responsive, production-ready WordPress websites.
- Perform WordPress migrations while preserving existing website data, content structure, and SEO rankings, with a focus on minimizing downtime and maintaining search visibility.
- Develop and support WooCommerce and Shopify eCommerce websites, including customization, enhancements, integrations, content management, and ongoing support.
- Work with Headless/Decoupled CMS environments and integrate WordPress with third-party systems and APIs based on project requirements.
- Implement SEO-friendly development practices, Core Web Vitals optimization, technical SEO improvements, and accessibility best practices, including WCAG compliance.
- Implement website security practices and automated backup solutions to protect website data, support quick recovery, and minimize potential downtime.
- Work directly with clients on requirements, technical discussions, project planning, estimation, troubleshooting, project updates, and ongoing enhancements.
- Manage development activities, coordinate with team members, and ensure efficient delivery of project requirements, maintenance, and ongoing enhancements, with a focus on performance and development efficiency improvements of up to 20%.

Team Leader & Sr. WordPress Developer - Vision Infotech

May 2016 – Nov 2018

- Led WordPress development activities and supported delivery of client websites and web applications.
- Developed and customized WordPress websites, themes, plugins, and advanced functionality.
- Worked with Elementor, WordPress frameworks, responsive design, and frontend implementation.
- Converted Adobe XD, PSD, Figma, and other designs into responsive WordPress websites.
- Worked directly with clients on requirements, project scope, technical queries, estimates, and deliverables.
- Provided technical guidance to team members and handled WordPress customization and troubleshooting.

Sr. WordPress Developer - Trimantra Software Solution LLP

Dec 2014 – Apr 2016

- Developed and customized WordPress websites based on client requirements and design specifications.
- Customized WordPress themes and plugins for required functionality and design enhancements.
- Developed responsive interfaces using HTML, CSS, JavaScript/jQuery, and Bootstrap.
- Worked on website troubleshooting, customization, maintenance, and performance improvements.

PHP and WordPress Developer - VPN Solution

Dec 2012 – Nov 2014

- Started professional web development career with Core PHP and WordPress-based applications.
 - Developed and customized WordPress websites, themes, plugins, and custom functionality.
 - Developed Core PHP applications based on business and technical requirements.
 - Provided website troubleshooting, maintenance, and development support.
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TECHNICAL EXPERTISE

- WordPress & CMS: WordPress, Gutenberg, Elementor, Elementor Pro, Kadence, Kadence Blocks, Divi, Astra, GoHighLevel, Custom Themes, Plugins, Custom Post Types, WordPress Multisite, WordPress Multilingual
 - Development: PHP, HTML, CSS, JavaScript/jQuery, Bootstrap, MySQL, Responsive Design
 - SEO & Optimization: On-Page SEO, Technical SEO, Core Web Vitals, Website Performance Optimization, AI Search / SEO Optimization
 - Accessibility & Security: WCAG Best Practices, WordPress Security, Website Maintenance
 - E-Commerce & Integration: WooCommerce, Shopify, REST API, Third-Party API, Payment Gateway Integration
 - Design Conversion: Figma, PSD, Adobe XD, PDF & Word to WordPress Conversion
 - AI Tools & Software: ChatGPT, Codex, Claude, Lovable, Rocket, AI-assisted Development, AI Code Generation, Debugging & Optimization
 - Project Management: Asana, Trello, Basecamp, Jira & ClickUp
 - Development & Server Tools: Visual Studio, Sublime Text, Notepad++, cPanel, FTP, WinSCP, Git & GitLab
 - Other Tools: Adobe Photoshop, MS Office, Team
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Portfolio

- **GETIDA – Amazon FBA Reimbursement Platform**
<https://getida.com>
- **Nektar Natura – Natural & Wellness Website**
<https://www.nektarnatura.com/>
- **Golden Design Crest – Fashion eCommerce Website**
<https://goldendesigncrest.com/>
- **Amino Connection – Research Products eCommerce Website:**
<https://aminoconnection.com/>

- **PureRx Formulas – Supplement eCommerce Website:**
<https://purerxformulas.com/>
 - **Dilytics – Business & Technology Website:**
<https://dilytics.com/>
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WORDPRESS CONTRIBUTIONS

- **WordPress Profile:**
<https://profiles.wordpress.org/vastarpara>
 - **WordPress Plugin:**
<https://codecanyon.net/user/techeshta/portfolio>
 - **WordPress Themes:**
<https://www.templatemonster.com/authors/techeshta/#wordpress-themes>
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CERTIFICATIONS

- **WordPress VIP Certification**