

# Nilesh Kanani

## Full-Stack WordPress & HubSpot Developer

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 Timezones: EST • PST • MST • CST

 [Portfolio](#) |  [Codeable Profile](#)

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## PROFESSIONAL SUMMARY

Self-taught WordPress developer with 12 years of experience building high-performance websites and applications for enterprise clients. I am a Codeable-certified WordPress developer, which puts me in the top 2% WordPress developers globally. Registered WP Engine partner, and former team lead with expertise in WordPress, HubSpot CMS, and full-stack web development. Built and managed sites serving millions of users, specializing in custom themes, complex integrations, and performance optimization.

Track record of delivering measurable results: reduced average site load times by 40%, migrated 50+ sites with zero downtime, and built systems handling 400K+ postal codes with real-time AWS integration. Strong communicator who explains technical decisions without jargon, maintains a 100% client satisfaction rating.

Experienced working remotely with various clients, agencies, and companies across the US, Europe, and Australia, comfortable with async communication and flexible across multiple time zones.

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## TECHNICAL SKILLS

### Frontend Development

HTML5 • CSS3/SCSS/SASS • JavaScript (ES6+, Vanilla JS) • jQuery • React • Angular • GSAP Animation • Responsive Design

### Backend Development

PHP (OOP) • MySQL • RESTful APIs • Node.js • Database Optimization

### WordPress Expertise

Custom Themes • Custom Plugins • ACF (Flexible Content & Blocks) • WP Engine • Flywheel • WordPress VIP • Elementor • Gutenberg • WooCommerce • Performance Optimization

### HubSpot CMS

Custom Themes • Modules • Templates • HubL • HubSpot APIs • CRM Integration • Marketing Automation

### DevOps & Tools

Git • GitHub • Bitbucket • AWS (DynamoDB, Lambda) • CI/CD • Docker • NPM • Webpack • Gulp • Vite

### Performance & SEO

WP Rocket • Core Web Vitals Optimization • Technical SEO • Schema Markup • Page Speed Optimization • CDN Configuration

### Additional Skills

Google Maps API • Third-party API Integration • Figma-to-code Workflows • Cross-browser Testing • WCAG Accessibility • Agile/Scrum • ERP Integration • IDX Integration

## PROFESSIONAL EXPERIENCE

### Lead Developer | Hair Interactive

2018 - 2025

- Led a cross-functional team of **8 members** through complete project lifecycles from discovery to deployment
- Managed project prioritization, technical decision-making, code reviews, and ensured adherence to coding standards and best practices
- Delivered custom WordPress and HubSpot solutions for B2B SaaS, eCommerce, real estate, and enterprise clients across multiple industries
- Improved team efficiency by **35%** through the implementation of Git workflows, code review processes, and comprehensive documentation
- Served as the primary technical point of contact for client communications, translating complex technical concepts for non-technical stakeholders
- Established architecture standards for scalable WordPress implementations serving 100K+ daily users

#### Key Achievements:

- Built high-traffic sites serving **100K+ daily users**, including pledgeball.org, thesavannahbananas.com, and pbnewi.com
  - Reduced average site load times by **40%** through optimization techniques, including image compression, lazy loading, and database query optimization
  - Successfully migrated 50+ WordPress sites to WP Engine and Flywheel with zero downtime using staged rollouts and proper DNS management.
  - Led technical architecture decisions for projects with budgets ranging from \$25K to \$200K+
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### WordPress & HubSpot Developer | Freelance / Codeable

2012 - Present

- Built **hundreds of WordPress sites** and **HubSpot CMS implementations** for clients ranging from startups to Fortune 500 companies
- Developed custom themes, plugins, and complex integrations tailored to specific client needs and business requirements
- Specialized in translating Figma designs into pixel-perfect, responsive, cross-browser compatible websites
- Maintained a **100% client satisfaction rating** on Codeable platform with consistent 5-star reviews
- Built complex integrations with ERP systems like SAP and NetSuite, CRM platforms including Salesforce and HubSpot, IDX real estate feeds, payment gateways, and marketing automation tools
- Customized WooCommerce for unique business needs—everything from custom product types and checkout flows to inventory management, shipping integrations, and payment gateway setup
- Consistently achieved 95+ PageSpeed scores and Core Web Vitals compliance through optimization techniques tailored to each project
- Leveraged AWS services including Lambda for serverless operations, DynamoDB for scalable data storage, and S3 for efficient media management

## Notable WordPress Projects:

### Luxury Living Fort Lauderdale - Real Estate Platform

- Custom WordPress site with Showcase IDX integration for luxury real estate listings in South Florida
- Implemented advanced property search with real-time MLS data synchronization
- Developed custom filters for property type, price range, amenities, and location-based search
- Optimized site performance to handle large datasets of property listings with minimal load impact
- Achieved **sub-2-second page load times** through aggressive caching and image optimization strategies

### Vital Plus - eCommerce & ERP Integration

- Complex WooCommerce site with custom ERP integration for an Australian healthcare products distributor
- Built bidirectional sync between WooCommerce and the enterprise ERP system for inventory, orders, and customer data
- Developed custom middleware to handle real-time inventory updates across **1,000+ products**
- Implemented automated order processing workflow, reducing manual intervention by **80%**
- Created a custom product import/export system with data validation and error handling

### Griffin Fitness - Fitness Equipment Store

- WooCommerce site with custom ACF blocks and Gutenberg integration for flexible content management
- Developed reusable custom blocks for product showcases, comparison tables, and interactive equipment configurators
- Built a custom product filtering system with AJAX for a seamless user experience
- Integrated with fitness tracking APIs and third-party fulfillment systems
- Optimized checkout flow, resulting in a **25% increase in conversion rate**

### Pledgeball - High-Traffic Community Platform

- WordPress site serving **hundreds of thousands of users** with custom interactive features for environmental pledges
- Developed custom post types and ACF flexible content for dynamic campaign management
- Implemented comprehensive caching strategy and CDN integration for optimal performance under heavy load
- Optimized database queries reducing server response time by **55%**
- Built custom user dashboard for tracking pledges and community impact

### The Savannah Bananas - Entertainment & Sports

- Enterprise WordPress site with eCommerce integration for ticket sales, merchandise, and fan engagement
- Built a custom booking system handling **high-volume concurrent transactions** during peak game day traffic
- Implemented load balancing and server optimization to handle traffic spikes of **10,000+ simultaneous users**
- Integrated multiple payment gateways with secure transaction processing
- Developed a custom video gallery and media management system

## Notable HubSpot Projects:

### Trimlight - Lead Routing System

- Engineered a sophisticated lead routing system serving **400K+ postal codes** across the USA and Canada
- Integrated AWS DynamoDB and Lambda functions for real-time dealer matching based on geographic data
- Implemented Google Address Validation API to ensure data accuracy and reduce spam submissions by **85%**
- Built intelligent routing logic: exact matches go to designated dealer, near-matches distributed to 3 nearest dealers
- Created automated email notifications with ETA calculations based on the dealer's active lead queue

### Palo Alto University - University

- Developed a custom HubSpot theme with integrated CRM functionality for student recruitment and enrollment tracking
- Built dynamic content modules allowing the marketing team to create landing pages without developer assistance
- Implemented student portal integration, connecting HubSpot data with university management systems
- Achieved **45% increase in form submissions** through optimized user experience and conversion funnels

### Beck Technology - B2B SaaS

- B2B tech company website with custom HubSpot modules and CRM integration
- Developed reusable drag-and-drop modules for marketing team autonomy
- Built a dynamic resource library with advanced filtering and search functionality
- Integrated live chat widget and marketing automation workflows

## Notable Frontend Projects:

### Nebula

- Modern Angular application with sophisticated GSAP animations and scroll-triggered interactions
- Developed smooth page transitions and parallax effects for an immersive user experience
- Implemented responsive animations that adapt to different screen sizes and device capabilities
- Optimized animation performance for 60fps across all devices
- Built modular component architecture for maintainability and scalability

## CERTIFICATIONS & RECOGNITION

**Codeable Certified WordPress Developer** | 2021

Top 2% of WordPress developers worldwide

[View Credentials](#)

## EDUCATION

### Self-Taught Developer | 2012 - Present

Continuous learning through online courses (LinkedIn Learning/Lynda.com), official documentation, hands-on practice, technical books, and developer communities. Consistently staying current with emerging technologies and best practices.

### Relevant Coursework & Learning:

- Advanced PHP & MySQL Development
  - Modern JavaScript (ES6+, React, Vue.js, Angular)
  - WordPress Plugin & Theme Development
  - WooCommerce Development & Customization
  - Database Optimization & Performance
  - API Integration & Development
  - Animation Libraries (GSAP, Three.js)
  - UI/UX Design Principles
  - Security Best Practices
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## ADDITIONAL INFORMATION

### Work Style:

- **12 years** of professional WordPress development experience
- Built and managed websites serving **1M+ users** with **100% client satisfaction**
- Experienced in **remote work** and distributed team collaboration across multiple time zones
- Flexible work schedule accommodating **EST, PST, MST, and CST** time zones
- Strong communicator comfortable explaining technical concepts to non-technical stakeholders

### Professional Qualities:

- Passionate about performance optimization, clean code, and exceptional user experiences
- Proactive problem-solver who identifies issues before they become critical
- Detail-oriented with a strong focus on code quality, security, and maintainability
- Collaborative team player who mentors junior developers and contributes to technical strategy
- Continuous learner staying current with the WordPress ecosystem, web technologies, and industry trends

### Availability:

- Open to full-time positions and select freelance opportunities
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## REFERENCES

Available upon request.

View testimonials and client reviews at: [codeable.io](https://codeable.io)