

**Soni M. Singh**

**Full Stack Developer & AI Automation Specialist**

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## Professional Summary

Results-driven **Full Stack Developer & AI Automation Specialist** with over **15 years of experience** in designing, developing, and optimizing scalable web applications, enterprise platforms, and intelligent automation solutions.

Expert in **WordPress, PHP, JavaScript, Python (Django), Angular, React, and REST APIs**, with deep experience in building **custom plugins, high-performance websites, e-commerce systems, and data-driven applications**. Strong exposure to **AI-powered workflows, OCR integrations (AWS Textract), and automation using VBA and macros**, enabling significant efficiency improvements and streamlined operations.

Proven track record of:

- Delivering **end-to-end digital platforms** from concept to deployment
- Integrating **AI, OCR, and automation solutions** to reduce manual effort
- Optimizing **performance, scalability, and user experience**
- Collaborating with **global clients and remote teams** to deliver impactful solutions

Combines **technical expertise, UI/UX thinking, and business understanding** to build innovative, efficient, and scalable digital products.

Currently seeking a **high-impact role in Full Stack Development, AI Automation, or Digital Transformation**, where I can contribute to building next-generation technology solutions.

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## Core Qualifications

- Full Stack Development: HTML5, CSS3, JavaScript, PHP, Python (Django), Angular, React, Node.js
- WordPress Development: Custom Themes, Plugins, Gutenberg Blocks, Elementor
- Website Design, Development, Maintenance & Performance Optimization
- UI/UX Design & Prototyping (Figma, Photoshop, Adobe XD, Canva)
- E-Commerce Development (WooCommerce, Shopify) & Payment Gateway Integration
- REST API Development, AJAX & Third-Party Integrations (ZOHO, HubSpot, Google Analytics)
- Search Engine Optimization (On-page, Technical SEO, Performance Tuning)
- CMS Platforms: WordPress, Shopify, Wix
- Automation & Data Processing (VBA, Excel, NetSuite)
- AI & OCR Integration (AWS Textract, Intelligent Document Processing)
- Cross-Browser & Cross-Device Compatibility, QA Testing
- Business Analysis, Data Mining & Workflow Optimization
- Graphic Design & Marketing Collateral (Flyers, Brochures, Social Media Creatives)
- Website Security, Scalability & Hosting Optimization
- Strong Troubleshooting, Problem-Solving & Team Collaboration Skills

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## Professional Experience

### Full Stack Developer

**Mahasos Info Pvt Ltd. (Remote | Contract | Full-Time) | May 2022 – Jan 2026**

- Delivered end-to-end development of WordPress websites and internal platforms.
- Implemented advanced features including custom Gutenberg blocks, APIs, and automation tools.
- Integrated CRM and marketing tools (ZOHO, HubSpot, Analytics).
- Built automation workflows using VBA and optimized NetSuite data processes.
- Designed marketing assets including flyers, videos, and presentations.
- Ensured high performance, scalability, and security across all applications.

### Full Stack Developer

**CHC Market Research Pvt. Ltd., (Remote | Contract | Part-Time) | Nov 2022 – July 2025**

- Developed and optimized landing pages and digital assets as per brand guidelines.
- Integrated analytics and tracking tools (Google Analytics, Hotjar).
- Implemented SEO strategies including content optimization and link building.
- Managed third-party integrations (ZOHO, HubSpot).
- Ensured cross-browser compatibility and consistent user experience.

### Full Stack Developer

**PODS365 Inc. (Remote | Freelancer) | May 2022 – May 2025**

- Led end-to-end development and maintenance of WordPress websites and internal tools.
- Developed custom features including CPTs, filters, AJAX forms, and REST API integrations.
- Built marketing pages and blog layouts using custom Gutenberg blocks.
- Integrated third-party services (ZOHO, HubSpot, Google Analytics).
- Optimized frontend performance and strengthened backend security.
- Managed hosting, uptime monitoring, and database optimization.

### Senior Developer

**Global Source Trading LLC, Oman (Remote | Full-Time) | May 2021 – May 2022**

- Developed and deployed WordPress websites and landing pages.
- Built automation tools using VBA and integrated NetSuite data operations.
- Implemented SEO strategies including content optimization and link-building.
- Designed marketing collateral such as flyers, videos, and presentations.
- Ensured cross-platform compatibility and optimized performance.

### Creative & Production Executive

**Decimal Point Analytics Pvt. Ltd., Andheri (On-site | Full-Time) | Dec 2019 – Mar 2021**

- Developed interactive dashboards using Power BI and Tableau for data-driven reporting.
- Worked on frontend and backend web updates using Python (Django), HTML, and CSS.
- Automated workflows using VBA macros to improve reporting efficiency.
- Designed infographics, presentations, and marketing materials aligned with business strategies.
- Created and maintained corporate branding assets and visual communication materials.

### Senior Web Developer & Designer

**IWS Technology Pvt. Ltd., Curry Road (On-site | Full-Time) | Sep 2018 – Nov 2019**

- Developed high-performance, SEO-optimized websites using PHP and WordPress.
- Led UI/UX design and managed complete visual branding across digital platforms.
- Designed marketing materials including flyers, brochures, and social media creatives.
- Optimized websites for search engines (on-page SEO, link-building strategies, content optimization).
- Improved user engagement through intuitive design and performance enhancements.
- Ensured cross-browser compatibility and resolved UI/UX inconsistencies.
- Built e-commerce solutions and custom web applications.

### **Web Developer & Graphic Designer**

**Avhad Computers Pvt. Ltd., Kalyan (On-site | Full-Time) | Dec 2017 – May 2018**

- Designed and developed scalable WordPress and PHP-based websites for corporate and e-commerce clients.
- Integrated WooCommerce and secure payment gateways.
- Customized themes and developed custom WordPress solutions (CPTs, plugins, templates).
- Built landing pages and microsites using PHP and front-end technologies.
- Ensured performance optimization, SEO implementation, and cross-platform compatibility.
- Provided ongoing technical support, maintenance, and hosting management.

### **Freelance Developer & Designer**

**For US Client (Edward) (Full-Time) | Jul 2012 – Oct 2017**

- Delivered end-to-end web solutions including design, development, deployment, and SEO optimization.
- Developed custom WordPress websites, themes, and plugins for high-traffic applications.
- Managed complete WooCommerce implementations, including payment gateway integrations.
- Designed and executed digital marketing campaigns (PPC, Google Ads, email marketing).
- Built landing pages and microsites using PHP, HTML, CSS, and JavaScript.
- Integrated third-party services such as payment gateways, delivery systems, and APIs.
- Ensured high uptime, performance optimization, and database management.
- Created branding assets including logos, flyers, presentations, and marketing collateral.
- Provided technical support and user documentation for client systems.

### **Web & Graphic Designer**

**Concept Interactive, Thane (On-site | Full-Time) | Apr 2011 – Jun 2012**

- Started career by developing static websites using HTML, CSS, JavaScript, and jQuery, along with designing website mock-ups in Photoshop.
- Created and customized website templates based on client requirements.
- Ensured cross-browser, cross-platform, and multi-device compatibility through QA testing.
- Maintained front-end consistency and usability across projects.
- Designed marketing and branding materials including web banners, flyers, presentations, and infographics.
- Built a strong foundation in combining design aesthetics with front-end development.

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## **Portfolio Highlights**

<https://sonisingh.online/> and <https://soneesingh.online/>

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## Education

- **Bachelor of Mass Media (Advertising)** – CHM College, Ulhasnagar – 2010
  - **Advance Digital 2D Animation** – Dombivli – 2012
  - **Advance Diploma in Digital Marketing** – DMT Institute, Dadar – 2016
  - **Business Analytics** – IMS Preschool, Thane – 2020
  - **VBA** – Udemy.com – 2020
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## Technical Skills

**Graphics & Design:** Photoshop, Illustrator, Canva, Figma

**Web Development:** HTML5, CSS3, JavaScript, PHP, Python (Django), Angular, React JS, Node JS.

**CMS Tools:** WordPress, Shopify, Wix, Appian(certified).

**Data Tools:** SQL, VBA, Power BI, Excel Automation

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## Languages

- Hindi, English
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## Personal Profile

- **Date of Birth:** 23rd August 1988
  - **Marital Status:** Single
  - **Father's Name:** Mahendrapratap Singh
  - **Permanent Address:** A/104, Rai Heritage, Next to Kamla Devi College, Vinayak Colony, Vithalwadi (E), Thane, Maharashtra – 421306
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## Interests

Indian music, singing, painting, and exploring new creative technologies

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**Declaration** I hereby declare that the information provided above is true to the best of my knowledge and belief.

*(Soni M. Singh)*