

YANGALA BABURAO

Senior PHP / WordPress Developer • Full Stack Developer

Netaji Nagar, Gulmohar Park Colony, Hyderabad – 500019

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PROFESSIONAL SUMMARY

Full Stack Developer with 9 years of experience designing, developing, and optimizing enterprise-scale web applications, with deep expertise in PHP, WordPress, and third-party API integrations. Proven record of building and maintaining high-traffic news portals and digital publishing platforms that serve millions of monthly visitors, delivered through optimized performance, scalable architecture, and strong technical SEO. Experienced across the full development lifecycle - custom theme and plugin development, MySQL optimization, and AWS hosting.

TECHNICAL SKILLS

Languages & Web: PHP, HTML5, CSS3, JavaScript, jQuery, AJAX

CMS: WordPress - core, hooks, custom themes & plugins, migrations

Databases: MySQL (schema design & query optimization)

APIs & Integrations: REST APIs, live election results, cricket scores (CricAPI, SportRadar), weather (OpenWeatherMap, AccuWeather), Google AdSense, Google Analytics

SEO: Technical SEO, Yoast, Rank Math, All in One SEO, Schema/JSON-LD, Core Web Vitals; SEMrush, Ahrefs, Screaming Frog, Search Console

Plugins: Visual Composer, Revolution Slider, Wordfence

Tools & DevOps: Git/GitHub, Jira, cPanel, FileZilla, WinSCP, Visual Studio, Notepad++

Hosting & OS: AWS, Linux, Windows

PROFESSIONAL EXPERIENCE

Veegam Software Pvt. Ltd. | Hyderabad **2017 – Present**

Senior PHP / WordPress Developer

- Build and maintain high-traffic regional news portals (NTV Telugu, 10TV, Telangana Today, and others) handling millions of monthly visitors, with a focus on performance, uptime, and scalable architecture.
- Develop custom WordPress themes and plugins, including a bespoke plugin for live election updates and latest-post feeds.
- Integrate real-time third-party APIs - live election results (seat counts, party progress bars, constituency data), cricket scoreboards (CricAPI, SportRadar), and weather widgets (OpenWeatherMap, AccuWeather) - using AJAX and REST calls for seamless, no-reload UI updates.
- Optimize page speed and Core Web Vitals via image optimization, lazy loading, and reduced server response times, improving traffic and user experience.
- Implement dynamic, condition-based ad placements and manage Google AdSense and Google Analytics integrations.
- Customize Yoast SEO with filters and apply structured data (JSON-LD) and SEO best practices for headlines and rich snippets.
- Migrate WordPress sites across servers with zero loss in organic ranking through proper redirects and sitemap/robots.txt updates.

- Diagnose and resolve WordPress errors and harden sites against threats using Wordfence and related security tooling.
- Delivered a charity website (Pranaam Hospitals) featuring responsive design, a secure donation gateway (Razorpay / Stripe / PayPal) supporting custom and recurring donations, automated email notifications, and validated volunteer and contact forms.

Raj Consultants Pvt. Ltd. | Hyderabad **2014 – 2017**

Process Executive

- Handled process execution and operational tasks supporting day-to-day business delivery and data accuracy.

KEY PROJECTS

NTV Telugu ntvtelugu.com — Regional news portal

- Built custom widgets and a dedicated plugin for election updates and latest posts; tuned page speed, dynamic ad placement, and structured data for headlines.

Pranaam Hospitals – Charity aprofedec.org — Non-profit donation platform

- Designed and developed a responsive, accessible non-profit site with a secure payment gateway, recurring donations, automated donor/admin emails, and validated registration forms.

Additional Sites Delivered

10tv.in • telanganatoday.com • lbc24.in • telugu.hashtagu.in • letsupp.com • navbharatlive.com • navarashtra.com • telugutimes.net • vidhaatha.com • TV9 • filmyfocus.com • thesouthfirst.com

SEARCH ENGINE OPTIMIZATION

- Optimized title tags, meta descriptions, headings, and internal linking across 100+ webpages; implemented JSON-LD schema for rich snippets and improved SERP visibility.
- Conducted keyword research (SEMrush, Ahrefs, Google Keyword Planner) and site audits (Screaming Frog), fixing crawl errors, broken links, and duplicate content.
- Improved Core Web Vitals and page speed through image optimization, faster server response, and lazy loading; migrated sites without ranking loss via redirects and sitemap/robots.txt updates.
- Tracked performance and produced monthly reports using Google Analytics, Search Console, and Looker Studio; configured Yoast, Rank Math, and All in One SEO for site health.

EDUCATIONAL QUALIFICATION

Qualification	Board / University	Institution
B.Tech (CSE)	JNTUH	TRR Engineering College, Patancheru
Intermediate (12th)	Board of Intermediate Education, A.P.	Government Junior College, Ramachandrapuram
SSC (10th)	Board of Secondary Education, A.P.	Z.P.H.S, Kalkota, Khammam

DECLARATION

I hereby declare that the above-mentioned information is correct up to my knowledge and I bear the responsibility for the correctness of the above-mentioned particulars.

Date: **Y. Baburao**

Place: