

Tamil Selvan.P

WordPress Developer | React Developer | CRM & Automation Specialist

Chennai, India | English (Fluent), Tamil (Native), German A1 | Open to Relocation | Open to International Opportunities

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Professional Summary

Web Developer with 2.5+ years of experience building WordPress websites, React applications, CRM-integrated platforms, booking systems, payment workflows, and business automation solutions for international clients. Experienced in WordPress, WooCommerce, React, PHP, JavaScript, API integrations, GoHighLevel (GHL), Stripe, and frontend development. Delivered projects across real estate, home services, construction, and business sectors with a focus on automation, performance, usability, and operational efficiency. Strong experience working directly with clients, troubleshooting complex technical issues, integrating third-party services, and delivering end-to-end web solutions from development through deployment.

Technical Skills

Frontend : HTML5, CSS3, JavaScript, React, Responsive Design, UI Optimization

Frameworks : Laravel (ERP & Backend Systems), Bootstrap

Backend : PHP, MySQL, REST APIs, API Integration

CMS : WordPress (Custom Development), WooCommerce, Divi, Wix, Elementor

CRM & Automation : GoHighLevel (GHL), Workflow Automation

Performance & SEO : Technical SEO, Core Web Vitals, PageSpeed Optimization, Google Analytics, Yoast SEO, Web Performance Optimization

Payments & Integrations : Stripe, Google Maps API, SMTP & Email Integrations, Third-Party API Integrations

Hosting & Deployment : DNS, SSL, Migrations, Backup Management, Hostinger, GoDaddy, Bluehost

Tools : Git, GitHub, VS Code, Figma

Professional Experience

Web Developer & SEO (Remote) – Diginess Marketing | Chennai, India | Mar 2025 – Present

- Develop and maintain WordPress and React-based websites for international clients.
- Implement CRM integrations, booking systems, payment workflows, and automation solutions.
- Optimize website performance, SEO, and user experience.
- Handle troubleshooting, maintenance, deployment, and client communication.
- Deliver complete web solutions from requirement gathering through production launch.

Web Developer – DLK Technologies Pvt Ltd | Chennai, India | Nov 2023 – Mar 2025

- Developed and maintained 40+ WordPress websites across multiple industries.

- Built custom website functionality using WordPress, PHP, JavaScript, and WooCommerce.
- Integrated payment gateways, CRM systems, and third-party APIs.
- Improved website performance through caching, optimization, and frontend enhancements.
- Collaborated with SEO, design, and development teams to deliver client projects.
- Performed troubleshooting, bug fixing, deployment, and ongoing maintenance.

Featured Projects

- **Trufflex (USA) — React, Firebase, Stripe, GoHighLevel**

Built a booking platform with online payments, CRM integration, automated agent assignment, and workflow management.

- **CircleProspecting.ai (USA) — React, Stripe, GoHighLevel, Google Maps**

Developed a real estate lead marketplace with MLS search, customer portals, automated checkout, and CRM workflows.

- **Vallimayil ERP — Laravel, MySQL**

Created a real estate ERP system for lead management, bookings, contracts, payments, and reporting.

- **Blood Donation Management System — Laravel, MySQL**

Built a donor management platform with request approvals, notifications, donor search, and admin dashboards.

- **VallimayilProperties.com (India) — WordPress, PHP, MySQL**

Developed a real estate website focused on property listings, lead generation, and SEO optimization.

- **NisusRealEstate.com (USA) — Implemented technical SEO, on-page optimization, website performance improvements, and search visibility enhancements for a real estate platform.**

- **PalmTreeTravels (India) — Executed SEO optimization, keyword research, content enhancement, technical audits, and performance improvements to increase organic visibility and traffic.**

Education

Bachelor of Engineering - Mechanical Engineering

St. Peter's College of Engineering and Technology (2015 – 2019)

Certifications

- SEO Certification – HubSpot Academy (2025)
- Responsive Web Design – freeCodeCamp (2024)
- Web Development Certification – Softlogic Systems (2023)