

Anup Santosh Kankale

Full Stack Developer · PHP · WordPress

📍 Mumbai ✉ anupkankaleak47@gmail.com ☎ +91 8446165950 🌐 linkedin

PROFILE

4+ years of experience building modern full stack web applications with Nuxt.js, Vue.js, TypeScript, and PHP/WordPress, **WordPress Core Contributor**. Specializes in responsive, SEO-friendly, and performance-optimized **web solutions** with clean, scalable code. Deep expertise in **WordPress plugin & theme development**, headless architecture, **REST API integrations**, and WooCommerce. Author of 4 open-source WordPress plugins. Actively exploring AI-powered web experiences integrating LLM APIs, **automation workflows**, and intelligent UI components into production projects. Comfortable using AI tools like ChatGPT and Claude as part of daily development workflow.

SKILLS

Frontend

HTML, CSS, Tailwind CSS, TypeScript, Vue.js, Nuxt.js (Elementor and WP Bakery)

Backend

PHP, WordPress Core Development, Custom Plugin Development, Theme Customization

WordPress Expertise

Hooks & Filters, Custom Post Types, REST API Integration, Headless WordPress, Performance Optimization, SEO Best Practices

AI & Automation

OpenAI / LLM API Integration, RAG Architecture, n8n Workflow Automation, AI Content Pipelines

Database

MySQL

DevOps & Environment

Git, GitHub, Docker (Containerization & Environment Setup), Linux Basics, Website Hosting & Deployment Setup, cPanel

Code Quality & Workflow

ESLint, Husky (Pre-commit Hooks), Version Control Best Practices, Basic Testing & Debugging

OPEN SOURCE & COMMUNITY CONTRIBUTIONS

WordPress 7.0 "Armstrong" Official Release Contributor

Contributed to the **WordPress 7.0 Core codebase**, the open-source CMS that powers a significant portion of the web. Worked on the core project as part of the official WordPress release contribution process.

Nudgebee v1.3.0 : Open Source Contributor

Contributed to **Nudgebee**, an AI/SRE platform for Kubernetes monitoring and operations. Improved the **Task Runner UI**, **workflow validation**, and **execution version filtering** through merged code contributions.

WORDPRESS PLUGINS (SELF-BUILT)

04/2026 – Present

DevXpert Lead Dashboard -WordPress.org Approved Open-Source Plugin

PHP · WordPress · MySQL · JavaScript · WordPress REST API · Telegram Bot API · Chart.js · PHPUnit · PHPCS

- Published and received approval for a reusable **WordPress lead management plugin on the official WordPress.org Plugin Directory**, evolved from an internal client solution built to address lead tracking and conversion challenges.
- Developed a centralized dashboard integrating **Forminator and Contact Form 7** submissions with lead statuses, assignment, priorities, internal notes, activity history, team performance charts, and CSV export.
- Implemented a restricted **Sales Admin role** using the WordPress Roles & Capabilities API, enabling sales teams to manage leads while restricting access to unrelated WordPress admin areas.
- Integrated **Telegram Bot API** for real-time lead notifications, **OTP email verification** for spam reduction, and a **read-only REST API** for external application integrations.
- Built custom database tables for lead activity, feedback, status history, and Contact Form 7 submissions while leveraging Forminator's native database tables to avoid duplicate data storage.
- Refactored the internal codebase to follow **WordPress coding standards and production-ready plugin architecture**, using **OOP PHP, Composer, PHPUnit, PHPCS, Chart.js, and WP-Cron**.
- Consolidated lead management, sales pipeline tracking, analytics, notifications, reporting, and API integration into a single reusable WordPress solution.

02/2026

AI Chatbot (RAG-Powered)

OpenAI / RAG Architecture · Custom Admin Settings · Production Deployed

- Developed and **production-deployed an AI chatbot WordPress plugin for Yallo Group**, integrating the **OpenAI API and Retrieval-Augmented Generation (RAG)** for context-aware, domain-specific AI responses.
- Built **two chatbot variants**: a standard conversational AI assistant and a **RAG-powered chatbot designed for talent acquisition workflows**.
- Implemented RAG-based contextual retrieval to ground AI responses in relevant business knowledge and improve the accuracy of domain-specific conversations.
- Created a **custom WordPress admin settings panel** for configurable chatbot and AI integration settings, reducing the need for direct code-level configuration.
- Developed a **branded dark-theme frontend UI** using the WordPress template system and integrated the chatbot into the client's live production website.
- Combined **PHP, WordPress plugin architecture, JavaScript, OpenAI API integration, and RAG workflows** to deliver a production-ready AI solution for a real-world business use case.

B2B Visitor Intelligence Plugin

Reverse IP Lookup · Custom Analytics · WP Admin Widget · Privacy-First

- Identifies visiting companies via reverse IP lookup tracks page views per company, session depth, bounce rate, visit frequency, and city/region
100% data stored locally in WordPress DB.
- Real-time visitor counter in WP Admin dashboard and configurable email alerts for high-value returning visitors.

PROFESSIONAL EXPERIENCE

11/2024 – Present
Dubai

Senior Web Developer

Yallo Group

Project1 : Saasinator — Enterprise AI Platform Website (Nuxt.js Web Application | Yallo Group)

- Independently architected and developed a **30–40 page enterprise website** using **Nuxt.js, Vue.js, TypeScript, and Tailwind CSS**, deployed on DigitalOcean
- Built fully **responsive, reusable UI components** and scalable layouts using Vue-based component architecture and Nuxt.js routing
- Developed complex interactive sections including an **AI Periodic Table (118 functional areas)**, enterprise architecture diagrams, and animated AI data flow visualizations
- Managed complete **frontend structure, routing, state management, and component-based development** independently from scratch
- **Led and mentored a team of 3 interns** — defining implementation standards, conducting code reviews, and guiding development best practices
- Maintained **regular client communication**, handled feedback cycles, and delivered permanent fixes for reported issues ensuring high client satisfaction
- Ensured **clean code standards, component reusability, and frontend performance optimization** throughout the full project lifecycle

 **Live:** <https://saai-rnq8e.ondigitalocean.app/> 

Project 2: Yallo Group — Corporate Website (WordPress | Yallo Group)

- Led end-to-end development of a **90+ page enterprise WordPress website** using **Elementor Pro**, managing full architecture, page structure, and content hierarchy
- Designed and implemented **advanced responsive UI layouts** using Slider Revolution for interactive visual sections and animations
- Developed and integrated **custom functionality** including a chatbot module, user tracking plugins, and bespoke WordPress features tailored to business requirements
- Built and maintained **custom WordPress plugins** using hooks, filters, and core APIs to extend site functionality beyond out-of-the-box capabilities
- **Supervised and mentored 2 interns**, assigning and reviewing tasks related to blog pages, content implementation, and UI consistency

- Architected the website for **scalability and maintainability** — improving site structure, internal linking, and long-term content management workflows
- Achieved significant **Core Web Vitals improvements** — optimizing LCP, CLS, and FID scores for better performance and Google ranking
- Implemented comprehensive **on-page SEO best practices** including meta tags, structured data, and semantic HTML for improved search visibility

 **Live:** <https://yallo.co/> 

05/2024 – 11/2024
Pune

Web Developer

Brain Cells Pvt Ltd

- Developed and customized **multiple WordPress websites** for diverse clients, handling both frontend UI and backend PHP/plugin logic
- Built high-converting **landing pages for digital marketing campaigns**, optimized for speed, responsiveness, and lead generation
- Developed **custom WordPress plugins** using hooks, filters, and core APIs to deliver client-specific functionality beyond standard WordPress capabilities
- Executed **on-page SEO strategies** — optimizing meta tags, structured data, canonical tags, and semantic HTML to improve search engine rankings
- Achieved measurable **Core Web Vitals improvements** — reducing LCP, CLS, and FID scores for faster load times, better interactivity, and visual stability
- Worked across the **full WordPress stack** — theme customization, custom post types, REST API integration, and database optimization using MySQL
- **Key Project: TRIOS Website** — led full development and ongoing maintenance ensuring responsiveness, security hardening, and performance optimization

 **Live:** <https://trios.co.in> 

03/2023 – 05/2024
pune

Wordpress Developer

Magicworks IT Solutions Pvt Ltd

- Developed and customized WordPress websites for clients across various industries, gaining hands-on experience in theme customization, page builders, and plugin configuration
- Built responsive landing pages for digital marketing campaigns, focused on mobile optimization, fast load times, and clean UI layouts
- Executed on-page SEO tasks including meta tag optimization, heading structure, image alt attributes, keyword placement, and internal linking to improve organic search visibility
- Collaborated with senior developers to understand project requirements, implement feedback, and follow professional development workflows
- Developed foundational skills in PHP, WordPress backend customization, and cross-browser compatible frontend development

- Gained practical experience in website deployment, cPanel management, and post-launch support

EDUCATION

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|-------------------|--|
| 12/2021 – 09/2023 | • MCA – Master of Computer Applicatio |
| Amravati | <i>Sant Gadge Baba Amravati University, Amravati</i> |
| 07/2018 – 08/2021 | • BCA – Bachelor of Computer Application |
| | <i>Shri Shivaji Science College</i> |

CERTIFICATES

- Legacy Responsive Web Design [↗](#)
- Model Context Protocol: Advanced Topics [↗](#)
- WordPress Projects: Modernize Workflows and Codebase [↗](#)

PROJECTS

TRIOS Coworking Spaces (Website) [↗](#)

Yallo Group (Website) [↗](#)

Europe Incoming (Website) [↗](#)

APK Publishers (Website) [↗](#)