

Ajay Mathur

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PROFESSIONAL SUMMARY

WordPress Developer & AWS Infrastructure Engineer with **5+ years** of experience specialising in **WordPress development, Advanced Custom Fields (ACF)** architecture, custom theme and plugin development, and high-conversion landing page delivery. Adept at building complex ACF-driven CMS solutions that empower non-technical teams to manage content at scale across education, design, and enterprise portals. Extends core WordPress expertise with solid AWS infrastructure skills (EC2, ALB, ASG, VPC) to deliver scalable, secure, and highly available hosting environments for production WordPress sites. Certified AWS Solutions Architect and Red Hat Engineer.

SKILLS SUMMARY

- **WordPress & ACF:** Advanced Custom Fields (ACF) Pro, Custom Post Types, Flexible Content Layouts, Repeater Fields, Relationship Fields, Options Pages, ACF Blocks (Gutenberg), REST API with ACF
- **CMS & Page Builders:** WordPress Theme & Plugin Development, Landing Page Development, Shopify (Liquid), Elementor, WPBakery, WooCommerce
- **AWS & Cloud:** EC2, S3, Lambda, Application Load Balancer (ALB), Auto Scaling Groups (ASG), VPC, Security Groups, CloudWatch, Route 53
- **DevOps & Linux:** Linux Server Administration (RedHat, Ubuntu, CentOS), Apache, Nginx, cPanel/WHM, Bash Scripting, Git
- **Frontend:** HTML5, CSS3, JavaScript, jQuery, Responsive Design, Core Web Vitals Optimization
- **SEO & Analytics:** On-Page & Technical SEO, Google Analytics, Google Ads, Performance Tuning

EXPERIENCE

- **Edigigo Solutions Pvt. Ltd.** Gurugram, India
WordPress Developer *Jan 2025 – Present*
 - **Advanced ACF Development:** Architected complex ACF-powered WordPress solutions including Flexible Content layouts, Repeater fields, Relationship fields, and custom Options Pages – enabling editorial teams to fully manage dynamic content without any developer involvement.
 - **Custom WordPress Development:** Built custom WordPress themes and plugins from scratch tailored to client requirements; developed reusable ACF block components using Gutenberg (ACF Blocks) to accelerate delivery across multiple projects.
 - **Landing Page Development:** Designed and developed high-conversion WordPress landing pages with ACF-managed content fields, focusing on fast load times, mobile-first responsive layout, clear CTAs, and lead generation optimisation.
 - **Performance Optimisation:** Improved Core Web Vitals scores across client websites through server-side caching, image compression, database query optimisation, and CDN configuration – significantly reducing page load times.
 - **CMS Architecture & Client Enablement:** Designed intuitive ACF-driven CMS structures allowing non-technical clients to independently update content, reducing post-launch support dependency and improving client satisfaction.
 - **AWS Hosting & Deployment:** Managed WordPress hosting and deployment on AWS (EC2, ALB, ASG) to ensure reliable, scalable production environments; handled DNS, SSL, server configuration, and automated backups.
- **Collegedunia** Gurugram, India
Web Developer (WordPress) & DevOps Specialist *April 2022 – Jan 2025*
 - **ACF-Driven CMS Architecture:** Designed and implemented advanced ACF field groups, custom post types, and flexible content structures across the Collegedunia portal, enabling non-technical editors to manage thousands of college listings and course pages independently.
 - **High-Traffic AWS Hosting:** Managed AWS EC2-backed hosting infrastructure for one of India's largest education portals, ensuring scalability and availability under heavy organic traffic loads.
 - **Responsive WordPress Development:** Built SEO-optimized, responsive WordPress websites and landing pages; integrated Shopify for hybrid e-commerce workflows.
 - **Third-Party API Integration:** Integrated third-party APIs and plugins to extend website functionality, improving user engagement and content delivery across the platform.
 - **Front-End Performance:** Applied technical SEO and front-end optimization strategies, improving search rankings and reducing page load times across the portal.
- **Simpliweb** Noida, India
SEO & Website Operations Executive *March 2020 – March 2022*

- **WordPress Development:** Created WordPress websites tailored to client requirements, including custom themes, ACF-based content structures, and WooCommerce e-commerce solutions with payment gateway integrations.
- **Linux Hosting & Server Management:** Managed domain DNS, cPanel/WHM hosting environments, and Linux server configurations (RedHat, Ubuntu, CentOS) supporting Apache-based deployments.
- **SEO Execution:** Executed on-page and off-page SEO strategies, improving organic search visibility and traffic for multiple client websites; tracked results via Google Analytics.

PROJECTS

- **JS Institute of Design:** Developed the official WordPress website using ACF-based flexible content layouts for course pages, gallery sections, and programme details. Focused on responsive design, performance optimisation, and an intuitive editorial experience. **Main Website**
- **Rungta College:** Developed and managed the WordPress website implementing ACF-driven content structures for academic departments, admissions, and course listings to streamline content management for staff. **Website**
- **Allied Chandigarh:** Landing Page Development: Built a high-conversion admissions landing page using WordPress and ACF. Optimised for lead generation with fast load times, clear CTAs, and mobile-first responsive layout. **Landing Page**
- **Allied Academy:** Landing Page Development: Developed the admissions landing page on WordPress with ACF-managed content fields. Focused on performance, SEO best practices, and seamless enquiry form integration for prospective student capture. **Landing Page**
- **AJM Disposal:** Designed and developed a professional WordPress website using ACF for structured service content management, ensuring easy client-side updates without technical knowledge. **Website**
- **Universal AI University:** Developed the main WordPress website implementing ACF-based content architecture for faculties, programmes, and institutional pages. Delivered a scalable, editor-friendly CMS for independent content management. **Main Website**
- **Universal AI – BTech:** Landing Page Development: Built the BTech programme landing page on WordPress with ACF-controlled content blocks. Optimised for lead generation, fast performance, and mobile responsiveness. **Landing Page**
- **Universal AI – MBA:** Landing Page Development: Developed the MBA programme landing page using WordPress and ACF. Focused on conversion-optimised layout, structured content fields, and performance tuning to support admissions campaigns. **Landing Page**

CERTIFICATIONS

- **AWS Solutions Architect – Associate (SAA-C03)**, 2026
- **Red Hat Certified Engineer (RHCE)**, 2018 – Advanced Linux automation & system configuration
- **Red Hat Certified System Administrator (RHCSA)**, 2018
- **Certified SEO Expert**, 2017
- **WordPress Developer Certification**, Syntax World, 2018
- **Digital Marketing Certification**

EDUCATION

- **Institute of Technology and Science (ITS)** Ghaziabad, Uttar Pradesh
Bachelor of Computer Applications (BCA) 2013 – 2016