

ABOUT ME

I am a multidisciplinary web developer and tech enthusiast, skilled in building high-performance, user-focused and scalable web solutions. With extensive experience in WordPress, PHP, HTML, CSS, JavaScript, jQuery, Ajax, CodeIgniter, Shopify, React, and CS-Cart, I specialize in full-stack development, delivering end-to-end solutions that combine front-end and back-end development with robust API integrations and efficient infrastructure management.

EDUCATION

CMS College Of Science And Commerce
MSc In Computer Science

Bharathiar University
BCA

CAREER HIGHLIGHTS

- 12+ Years in Web Development
- 500+ Projects Delivered

AWARDS AND CERTIFICATIONS

techcarrot FZ LLC

- High Flyer Award
- Multiple Employee of the Month Awards

Sweans Technologies Ltd.

- Commitment to Service Award

Open-Source Contributions

- Plugins published in WordPress Directory: profiles.wordpress.org/hellomanaf

CONTACT

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ABDUL MANAF M

Senior Full-Stack Developer & Technology Lead | WordPress, eCommerce & Performance Expert

WORK EXPERIENCE

techcarrot FZ LLC / Nov 2020 - present

Sr. Technology Lead

Lead full-stack development and project delivery for high-performance web solutions using WordPress, WooCommerce, Shopify, and CS-Cart. Led architecture planning, end-to-end development, deployment automation, and site performance optimization, and ensuring seamless workflows across design, development, and DevOps teams.

Key focus areas include Core Web Vitals, API engineering, automation, scalable CMS setups, and eCommerce experience optimization.

Sweans Technologies Ltd. / 2013 - 2020

Senior Web Developer

Developed high-quality websites using WordPress, WooCommerce, Shopify, and custom PHP frameworks.

Specialized in responsive UI, plugin customization, theme development, and on-site performance improvements.

LEADERSHIP

- Leading cross-functional development teams
- Reviewing code and contributing to architectural decisions
- Mentoring junior developers and improving team capability
- Managing Agile sprints and delivery workflows
- Communicating with stakeholders and ensuring project alignment

SKILLS

Front-End Tech Stack

HTML5, CSS3 / SCSS, JavaScript, jQuery, Bootstrap, Tailwind CSS, React.js, Next.js, Figma → HTML/WordPress, Core Web Vitals Optimization

Back-End Tech Stack

PHP (Core & OOP), WordPress (Themes & Plugins), WooCommerce, Shopify, CS-Cart, Laravel / CodeIgniter, MySQL, REST APIs, CRM Integrations, Database Optimization, AWS, Server Management

Tools & Workflow

Git, GitHub, VS Code, Postman, Jira, CI/CD, Cloudflare, Docker (optional), Performance Monitoring Tools

ABDUL MANAF M

With a strong track record in full-stack web development, eCommerce solutions, and performance optimization, I specialize in creating scalable, high-performing websites that enhance user experience and business outcomes.

At techcarrot, I lead end-to-end project delivery across WordPress, WooCommerce, Shopify, CS-Cart, and custom PHP frameworks, combining modern JavaScript technologies, API integrations, cloud infrastructure, and automation workflows.

My expertise spans API engineering, performance tuning, SEO optimization, scalable CMS architecture, and technical leadership. I have been recognized with the High Flyer Award and multiple performance awards for excellence in technical delivery, leadership, and innovation.

Core Strengths

- WordPress & WooCommerce development (themes, plugins, custom solutions)
- Custom WordPress theme and plugin development from scratch
- Advanced theme/plugin customization, optimization, and security hardening
- Website performance enhancement & Core Web Vitals improvements
- On-site SEO and technical SEO optimization
- Expertise in industry-leading themes (AVADA, DIVI, Jupiter, The7, Bridge, Salient)
- Mastery of key plugins: Contact Form 7, WooCommerce, Booking Calendar, ACF Pro, Elementor, Visual Composer, and custom plugins
- End-to-end website management: updates, speed optimization, troubleshooting
- PSD/XD/Figma to HTML/WordPress (responsive, mobile-friendly)
- Shopify, CS-Cart, and headless CMS solutions (e.g., Strapi)
- Server administration: dedicated servers, AWS setup, domain/DNS, backups, security, and cloud optimization
- API integration and development (REST API, CRM integrations, payment gateways)
- Automation workflows using AI tools, prompt engineering, and content/UI generation assistance
- CI/CD pipelines and modern DevOps workflows (Git, Cloudflare, performance monitoring)

Selected Portfolio

Corporate, Technology & Other Websites:

khaledbinalwaleed.com • arada.com • et.ae • nestcampus.com • baitelowal.com • manbat.ae • visitzad.com • ngp-solutions.com • shajar.ae • kbw-ventures.com • techcarrot.ae • gans.aero • eogogics.com • hungrywolves.ae • boostjuice.ae • seotiv.sweans.org • wellfit.me • peek-mag.com • maisalghanim.com

eCommerce & Online Stores:

thecream.com(WooCommerce) • golala.market/beta/(CS-Cart) • raegr.com(Shopify) • americantourister.com.kw(WooCommerce) • 2blimitless.com(Custom) • lumoscontrols.com(Shopify)

Thank you for reviewing my profile. I welcome the opportunity to discuss how my technical expertise, leadership experience, and problem-solving capabilities can support your organization's goals.

For further information, I can be reached at hellomanaf@gmail.com

Regards,
Abdul Manaf M