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Pune, Maharashtra, India 413105

ROHAN KUMAR BHOI

FULL STACK DEVELOPER | SYSTEM ARCHITECT & PERFORMANCE MARKETER

ABOUT ME

Full-stack developer and IT systems professional with 5+ years of hands-on experience building and operating production web applications across e-commerce, customer support, inventory, HR, SaaS, and business operations. Strong in Next.js, React, TypeScript, PHP, WordPress/WooCommerce, Prisma, MySQL/MariaDB, Redis, BullMQ, Socket.IO, REST APIs, and production infrastructure. Experienced in turning business workflows into reliable software, integrating third-party services, and owning systems from development through deployment and operations.

EXPERIENCE

WZATCO Projectors
July 2025 - Present

Head of IT & Digital Marketing

- **IT & Digital Leadership:** Lead WZATCO's enterprise IT infrastructure, cloud systems, internal applications, digital operations, and technology strategy.
- **Full-Stack Development:** Design and develop production-grade applications using Next.js, React, TypeScript, Prisma, MySQL/MariaDB, Redis, BullMQ, Socket.IO, PHP, and WordPress.
- **Business Systems & Automation:** Build and manage internal platforms for customer support, inventory, spare parts, warranty, HR, and business operations, integrating workflows to reduce manual work.
- **Customer Support & Operations:** Built the WZATCO Help Desk with ticketing, SLA management, real-time messaging, callbacks, video calls, shipments, payments, notifications, and role-based access.
- **Inventory & E-Commerce:** Develop inventory and spare-parts systems covering barcode scanning, warehouse operations, QC, procurement, job cards, returns, reconciliation, and real-time stock updates; manage and optimize the WooCommerce commerce stack.
- **Performance Marketing & Growth:** Lead Google Ads and Meta Ads campaigns, focusing on ROAS, audience targeting, acquisition funnels, landing-page optimization, CRO, retention, and D2C customer journeys.
- **Infrastructure & Reliability:** Manage production deployments, Nginx, PM2, Redis, Cloudflare, VPS infrastructure, background workers, security, performance optimization, and system reliability.

Lorvantiq Ventures Pvt. Ltd.
Sep 2024 - Apr 2025

WordPress Web Developer

- **WordPress Development:** Developed custom WordPress websites, themes, plugins, and WooCommerce stores.
- **Integrations:** Integrated payment gateways, APIs, LMS, CRM, Cloudflare, caching, and security tools.
- **Web Performance:** Improved website performance, responsiveness, and reliability.
- **Collaboration:** Worked with design and marketing teams to deliver business-focused websites.

Setu Institute
Oct 2023 - Aug 2024

WordPress Web Developer

- **LMS Development:** Built an LMS with authentication, course management, payments, and administration.
- **Security:** Implemented authentication and website security improvements.
- **Maintenance:** Managed updates, troubleshooting, performance, and backend support.
- **Training:** Trained staff to manage and operate the platform.

RKL WORLDS
Nov 2022 - Mar 2025

Web Developer (Remote)

- **E-Commerce Development:** Built and maintained a custom WooCommerce website with orders, payments, registration, and product management.
- **WordPress Development:** Developed custom themes and plugins for the online store.
- **Infrastructure:** Managed hosting, domains, Cloudflare, SSL, and website security.
- **Digital Enablement:** Helped bring offline products and local artisans' work to the online market.

Rushiraj Groups
Jun 2022 - Dec 2023

Junior Web Developer

- Website Development: Redesigned and optimized the company website, increasing user engagement and lead generation by 30%.
- Internal Systems: Built secure login systems, role-based access, and admin dashboards.
- Infrastructure: Managed hosting, domains, SSL, analytics, and website maintenance.
- Security: Implemented security controls and maintained server-side performance.

MORE ABOUT MY WORK

SELECTED PROJECTS

WZATCO Help Desk
help.wzatco.com
Custom support platform built with Next.js, Prisma, Redis, BullMQ, and Socket.IO. Includes ticketing, SLA management, real-time messaging, callbacks, video calls, shipments, payments, notifications, and RBAC.

WZATCO Spares + Inventory
spares.wzatco.com / inventory.wzatco.com
Business systems for spare-parts and warehouse management, including procurement, job cards, QC, barcode scanning, returns, reconciliation, audit logs, offline support, and real-time stock updates.

WZATCO Commerce Stack
www.wzatco.com
WooCommerce-based e-commerce platform with custom plugins, Razorpay, Snapmint, COD workflows, GST invoicing, shipment tracking, analytics, caching, security, and post-purchase support.

LupinSync Invoices
invoices.lupinsync.tech
GST invoicing SaaS integrated with WooCommerce, including subscriptions, licensing, PDF generation, billing, background workers, audit logs, and a WordPress plugin. The plugin was approved for hosting in the WordPress.org Plugin Directory.

LupinSync Global Invoices
global-invoices.lupinsync.tech
Multi-country invoicing platform supporting businesses, legal entities, tax rules, currencies, recurring billing, APIs, webhooks, documents, and idempotent invoice processing.

WZATCO HRM
hrm.wzatco.com
Internal HR platform for employee records, attendance, leave, payroll, payslips, assets, MFA/OTP, notifications, and employee services.

EDUCATION

Diploma in Computer Engineering | Zeal Polytechnic
Pune Maharashtra
2020 - 2023 | CGPA: 8.6 / 10

ACHIEVEMENTS

- Young Entrepreneur of Pune City 2023, Achievers Club.
- Startup idea selected among the Top 50 in India under the TiDE 2.0 Scheme from 6,500+ applications.
- LupinSync Invoices WordPress plugin approved for hosting in the WordPress.org Plugin Directory.

LANGUAGES

Marathi: Native
Hindi: Professional Working Proficiency
English: Professional Working Proficiency
German: Beginner

SKILLS

Programming: JavaScript, TypeScript, PHP, Python, SQL, HTML, CSS
Frontend: React, Next.js, Tailwind CSS, WordPress, Elementor, Responsive UI, PWA
Backend: Node.js, REST APIs, Prisma, Authentication, RBAC, Background Jobs
Databases: MySQL, MariaDB, PostgreSQL, Redis
E-Commerce: WooCommerce, Shopify, Payment Gateway Integration, GST Invoicing
DevOps & Infrastructure: Nginx, PM2, Cloudflare, VPS, AWS, SSL, Hosting & Domain Management
Real-Time & Queues: Socket.IO, Redis, BullMQ, WebSockets
Integrations: Razorpay, Snapmint, DTDC, WhatsApp/Interakt, Google APIs, OpenAI
Digital Marketing: Google Ads, Meta Ads, Performance Marketing, ROAS, CRO, Analytics, Conversion Funnels
Tools & Engineering: Git, API Integration, PDF Generation, Barcode/QR Systems, Testing, Automation

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KEY AREAS OF EXPERTISE

- **Full-Stack Web Application Development**
- **Enterprise IT & Infrastructure**
- **Business Process Automation**
- **E-Commerce & SaaS Development**
- **Customer Support & Service Systems**
- **Inventory & Warehouse Management**
- **API & Third-Party Integrations**
- **Performance Marketing & Customer Acquisition**
- **System Architecture & Database Design**
- **Production Deployment & Application Operations**

DECLARATION

I hereby declare that the information provided in this resume is true and accurate to the best of my knowledge.

