

AADHIL NAZEER

WordPress/PHP Developer

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Professional Summary

WordPress and PHP developer with strong Laravel experience, custom plugin/theme development, and modern JavaScript (React). Delivered API-driven WooCommerce sites with dynamic pricing, integrations (MetalPriceAPI, payments), and business automation (CRM, invoicing, reporting). Comfortable in Agile teams with code reviews, unit tests, and CI/CD.

Key Skills

- WordPress (custom plugins, themes, WooCommerce, WP REST API, WP-CLI)
- PHP 8.x, Laravel (Blade, Eloquent, Policies, Queues), Symfony patterns exposure, PSR standards
- JavaScript ES6+, React (hooks), AJAX/Fetch, JSON APIs, Vite/Webpack
- Gutenberg blocks and ACF Blocks; HTML5, CSS3, responsive and accessible UI
- MySQL/MariaDB, query optimisation, Redis caching
- Nginx/Apache, cPanel/Hostinger/AWS basics, CLI deployments
- Testing: PHPUnit/Pest; TDD mindset; Git/GitHub; GitHub Actions CI
- Agile/Scrum collaboration, code reviews, documentation

Work Experience

Highend Mineral Ltd (Trading as Fine Jewellery Buyers) — Web Developer

Hatton Garden, London | Mar 2024 – Present

- Built the main website (<https://finejewellerybuyers.co.uk>) with custom plugins including a live metal price calculator.
- Integrated MetalPriceAPI to display real-time gold/silver rates; implemented validation and admin controls.
- Created enquiry funnels and WhatsApp lead flows; supported Google Ads setup and landing-page optimisation.

Vsoft Technologies Pvt Ltd — Founder & Web Developer

Kandy, Sri Lanka | Oct 2021 – Present

- Led and delivered 30+ WordPress websites and 10+ Laravel applications for UK and MEA clients.
- Designed ERP/CRM modules for jewellery businesses: job orders, manufacturing stages, customer ledger, invoicing and reports.
- Integrated payments (Stripe, PayPal) and third-party APIs (MetalPriceAPI) into WooCommerce with dynamic pricing.
- Improved site performance (image strategy, caching, DB tuning), raising Core Web Vitals and SEO scores.
- Set up Git workflows, pull-request reviews, and lightweight CI with GitHub Actions.

Ramis Ark Global Ltd — Web Developer & IT Lead (Internship)

Barking, UK | Dec 2023 – Jan 2024

- Maintained corporate websites and built landing pages (Elementor + custom CSS/JS).
- Conducted cross-browser testing and QA; advised on hosting and domain configuration.

Selected Projects (Live)

- London Gold Emporium — <https://londongoldemporium.co.uk> — WooCommerce with live pricing; prices auto-update from MetalPriceAPI; includes metal calculator.
- Fine Jewellery Buyers — <https://finejewellerybuyers.co.uk> — Live gold price topbar + calculator; enquiry funnels.
- Aylah Gold Buying Centre — <https://aylahgoldbuyingcentre.com> — Metal price calculator; WhatsApp lead capture.
- Hatton Cash 4 Gold — <https://hattoncash4gold.co.uk> — Buyer site with instant quote funnel.
- Preowned Fine Jewellery — <https://preownedfinejewellery.co.uk> — Marketplace foundations and bespoke layouts.
- WhatsApp Chat Plugin — WordPress plugin adding branded chat and quick-reply actions (demo on request).
- Jewellery Bespoke System (Laravel) — CRM, manufacturing stages (CAD → Casting → Setting), ledger, invoicing, reporting.
- Jewellery Workshop System (Laravel Blade + AdminLTE) — Job intake, extra fields, release flow, dashboards and summaries.

Education

- BEng (Hons) Software Engineering (Top-Up) — First Class Honours
London Metropolitan University | Sept 2023 – May 2024
- HND in Computing & Software Engineering — Second Class Lower Division
ICBT Campus, Kandy | Jan 2020 – Dec 2021

Certifications

- Google Ads Search Certification — Google (2024)
- WordPress Academy: Plugin Development Essentials — Udemy (2024)
- Laravel for Beginners to Advanced — Udemy (2024)
- Responsive Web Design — freeCodeCamp (2024)
- Meta Front-End Developer Professional Certificate — Coursera (In Progress)
- Git & GitHub Masterclass — Codecademy (In Progress)

Languages

- English — Fluent
- Tamil — Native
- Sinhala — Conversational

References

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