

# AJENDRA SRIVASTAVA

## Software Development Engineer | Full Stack Web Developer

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### PROFESSIONAL SUMMARY

Software Development Engineer and Full Stack Web Developer with hands-on experience in Laravel, PHP, WordPress, MySQL, JavaScript, jQuery, AJAX, HTML, CSS and Bootstrap. Experienced in building business websites, admin panels, dynamic web applications, CRM-style modules, e-commerce solutions, SEO-friendly pages and performance-optimized web systems. Currently working at Finowings, Lucknow, with practical exposure to website maintenance, mobile app data updates, sitemap, schema, speed optimization, dynamic content management and production support. Beginner-level exposure to React and Inertia.js, with active learning focused on modern Laravel-based full-stack applications.

### TECHNICAL SKILLS

**Backend:** PHP, Laravel, Core PHP, MVC, REST API Basics, Repository Pattern, DDD Basics

**Frontend:** HTML, CSS, Bootstrap, JavaScript, jQuery, AJAX, React (Beginner), Inertia.js (Beginner)

**CMS & E-commerce:** WordPress, WooCommerce, LearnDash, Elementor, Divi, Avada, Wix

**Database:** MySQL, SQL, HeidiSQL, database design, query debugging, Eloquent relationships

**Tools:** Git, GitHub, Postman, Jira, Slack, VS Code, Notepad++, WAMP/XAMPP

**Web Optimization:** Website speed optimization, SEO setup, schema markup, sitemap, canonical URL basics, bug fixing, website maintenance, payment gateway basics

### PROFESSIONAL EXPERIENCE

#### Software Development Engineer | **Finowings** | Lucknow, India

January 2026 - Present

- Update and maintain IPO GMP data in the mobile application to provide accurate and timely market information to users.
- Work on Finowings website improvements including speed optimization, dynamic content management, sitemap validation and SEO-supportive updates.
- Develop and maintain admin-driven website features such as dynamic banners, popups, course sections, blog-related updates and content management flows.
- Support schema markup, canonical URL improvements, link checks, page testing, backup coordination and production issue resolution.
- Collaborate with content, SEO and development teams to deliver website enhancements, bug fixes and user-experience improvements.

#### Software Development Engineer | **Visdum Tech** | Noida, India

July 2025 - December 2025

- Worked on Laravel-based enterprise products using PHP, SQL, JavaScript, jQuery and CSS.
- Implemented backend modules using DDD architecture, repository patterns and optimized model relationships for scalable application design.
- Managed client tickets, test cases, bug fixes and custom feature development according to business requirements.
- Integrated Mixpanel, customer feedback forms and activity tracking logs for analytics and product improvement.
- Used Jira, Slack, Postman, HeidiSQL and Git-based workflows for agile development, debugging and collaboration.

#### Laravel Developer | **SWA Softech Pvt. Ltd.** | Lucknow, India

November 2024 - June 2025

- Developed Laravel-based web applications, handling both frontend and backend development using PHP, MySQL, AJAX, jQuery, HTML, CSS and Bootstrap.
- Built dynamic admin panels, user dashboards, franchise dashboards and role-based modules for business workflows.
- Developed MLM project features including date-based filters, state-dependent search, user blocking, income tracking and dashboard management.
- Implemented business logic for level income, direct income, matching income and ROI tracking modules.
- Designed and deployed Laravel e-commerce websites including AlignFlowProfit.com and KickyOutfits.com.

#### PHP Developer | **Oxytech Technology** | Pune, India

January 2024 - October 2024

- Developed and maintained WordPress, Wix and PHP-based websites for clients across multiple industries.
- Handled WordPress LMS integrations using LearnDash and managed WooCommerce-based e-commerce solutions.
- Customized websites using Divi, Avada, Elementor and other WordPress themes, ensuring responsive layouts and clean UI.
- Created responsive landing pages and performed Core PHP CRUD operations for custom web applications.
- Collaborated with cross-functional teams to deliver projects on time and according to client specifications.

## SELECTED PROJECTS

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**Finowings Website & Mobile App Support:** Website optimization, IPO GMP mobile app data updates, dynamic website sections, sitemap, schema, SEO checks, link validation and production support.

**Laravel E-commerce Websites:** Built and maintained Laravel e-commerce solutions with product management, admin functionality, responsive UI and database-driven content.

**MLM Management System:** Developed role-based dashboards, user/franchise modules, filters, user blocking and income tracking workflows using Laravel and MySQL.

**WordPress LMS & Business Websites:** Built WordPress websites with LearnDash, WooCommerce, Elementor, Divi and Avada, including landing pages, LMS setup and maintenance support.

## EDUCATION

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Master of Computer Applications (MCA), Integral University, Lucknow | 2023 - 2025

Bachelor of Computer Applications (BCA), Integral University, Lucknow | 2019 - 2021

## CERTIFICATIONS

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PHP and HTML Training - NIIT, Lucknow (2019)

SQL Basic Certificate - HackerRank

## CORE STRENGTHS

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Problem solving | Debugging | Website maintenance | Client requirement handling | Team collaboration | Fast learning | Clean and scalable coding mindset