

Sumit Negi

Software Engineer

PHP • WordPress VIP • Next.js • React

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SUMMARY

- Software Engineer with 3+ years of experience building enterprise WordPress publishing platforms serving millions of monthly users.
- Expertise in PHP, WordPress VIP, Gutenberg, REST APIs, MySQL and performance optimization.
- Led Headless CMS migration using Next.js and improved Core Web Vitals contributing to 15%+ advertising revenue growth.
- Passionate about building scalable web applications using React, TypeScript, Next.js and modern backend technologies.

TECHNICAL SKILLS

Languages:	PHP, JavaScript (ES6+), TypeScript, HTML5, CSS3, MySQL
Frontend:	React, Next.js, Gutenberg
Backend:	WordPress VIP, REST APIs, AJAX, OOP, MVC, MySQL
Cloud & Tools:	AWS, Git, GitHub, Jira, Postman, WP-CLI
Performance:	Core Web Vitals, SEO, Lighthouse, Caching
Advertising:	GPT, Header Bidding, Taboola
Practices:	Agile, Scrum

PROFESSIONAL EXPERIENCE

The Indian Express Group | Software Engineer

May 2023 – Present

Noida, India

- Developed enterprise WordPress publishing platforms including Indian Express, Financial Express, Jansatta and Loksatta.
- Built custom themes, plugins, Gutenberg blocks and reusable PHP modules.
- Developed CPTs, Taxonomies and ACF-based editorial workflows.
- Extended WordPress using REST APIs, Actions, Filters and AJAX following WordPress VIP standards.
- Led Gujarati Express migration to Headless CMS using Next.js and WordPress REST APIs.
- Optimized Core Web Vitals and integrated GPT, Header Bidding and Taboola, increasing advertising revenue by 15%+.
- Managed production deployments, resolved critical production issues and collaborated with cross-functional teams.

PROJECTS

Enterprise Publishing Platform (WordPress VIP)

PHP • WordPress VIP • MySQL

- Built reusable Gutenberg blocks, ACF page builders, Custom Post Types and Taxonomies for enterprise publishing platforms.
- Optimized Core Web Vitals, SEO and website performance for high-traffic news websites.

Gujarati Express Headless CMS Migration

Next.js • WordPress REST API

- Migrated Gujarati Express from traditional WordPress to a Headless CMS using WordPress REST APIs and Next.js.
- Improved frontend scalability, performance and editorial workflow while maintaining seamless content delivery.

Enterprise Advertising Platform

Google Publisher Tag • Header Bidding • Taboola

- Integrated Google Publisher Tag (GPT), Header Bidding and Taboola for enterprise news portals.
- Implemented lazy loading, ad refresh logic and responsive ad delivery, contributing to a 15%+ increase in advertising revenue.

EDUCATION

Master of Computer Applications (MCA) Web Development Program

Sikkim Manipal University
MAAC, Noida

ACHIEVEMENTS

- Employee of the Month – January 2024, The Indian Express Group.
- Improved website performance and contributed to 15%+ advertising revenue growth.
- Developed enterprise publishing solutions serving millions of users.