

Sathish Kumar R

Full-Stack Developer & MarTech Specialist | WordPress · React · Next.js · PHP

Chennai, Tamil Nadu | sathishr150601@gmail.com | +91 860 820 8877 | linkedin.com/in/sathish1506 | sathish.website

SUMMARY

Full-Stack Developer and MarTech Specialist with 5+ years of experience building websites, automating marketing workflows, and connecting technical systems to real business results. I build things that work, from custom WordPress websites and React applications to lead tracking systems and ad platform integrations. I take ownership of what I build and make sure it actually does what it is supposed to do. Used to working without a team, delivering production-ready systems.

CORE SKILLS

Web Development: React.js, Next.js, TypeScript, Node.js, JavaScript, HTML5, CSS, Tailwind CSS, PHP, REST APIs

WordPress: Custom themes, custom plugins, WooCommerce, ACF, Elementor, page builders - built from scratch

eCommerce: WooCommerce, Shopify, payment setup, product management, checkout configuration

Marketing Technology: Google Tag Manager, Google Analytics (GA4), Meta Ads, Google Ads tracking, Make.com, Zapier

CRM and Automation: Zoho, Privyr, Snap Pe, Clozr, lead workflows, CRM syncs, notification triggers, lead routing

Servers and Hosting: Hostinger VPS, SSH, Linux, Cloudflare, DNS, SSL, Netlify, Vercel, GitHub, Git

WORK EXPERIENCE

Independent Web Developer and Consultant

May 2026 - Present

Self-Employed · Remote

- Running my own web development practice focused on healthcare and aesthetic clinics, handling everything from building the website to setting up hosting, tracking, and marketing integrations.
- Set up WordPress sites on VPS servers, full server environment including security, DNS, and SSL configuration.

Senior Web Developer - Full-Stack and MarTech

Jan 2023 - May 2026

STC Networks Pvt. Ltd., Chennai · Full-time

- Managed all web and technical work for an agency serving 160+ business locations across multiple global brands, the only developer on the team, responsible for everything from building to maintaining.
- Built WordPress websites from scratch including custom themes and plugins tailored to each client's specific needs.
- Built a full platform that combined a business website, online store, ad landing pages, marketing automation, and analytics tracking, designed and delivered entirely by me.
- Set up lead automation workflows using Make.com and Zapier, connecting CRMs, routing leads based on quality, and triggering follow-up notifications automatically.
- Set up ad tracking and analytics for Google and Meta campaigns so the team could clearly see which ads were bringing in results and where to spend the budget.
- Connected multiple CRM tools (Zoho, Privyr, Snap Pe, Clozr) to ad platforms and internal systems so leads and campaign data flowed in one place without manual work.
- Improved website speed and performance across projects, one site went from a score of 39 to 84, with most sites improving from the 60s to 80-90 range.

Freelance Web Developer

Jul 2021 - Jan 2023

Self-Employed · Remote

- Built HTML, CSS, WordPress, and React websites for small businesses across different industries, working directly with clients from brief to launch.
- Handled domain setup, hosting, DNS configuration, and deployment for every project independently.

Frontend Developer Intern

Mar 2022 - Jun 2022

Tata Elxsi, Remote · Internship

- Built new features on a live React application and worked alongside a structured engineering team for the first time, tested and fixed usability issues across the product.

EDUCATION

Bachelor of Technology, Information Technology - CGPA 8.12

Dec 2022

Dr. MGR Educational and Research Institute, Chennai