

RITURAJ BORTHAKUR

Full-Stack Web Developer

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PROFESSIONAL SUMMARY

Full-Stack Web Developer with 3+ years of experience delivering production websites and web applications using PHP, Laravel, WordPress, React.js, and Node.js. Skilled in REST API development, Core Web Vitals optimization, payment gateway integration, and end-to-end server management (Plesk, SSL, DNS). Combines hands-on development with Meta Ads campaign management, and builds independent SaaS products alongside core client work.

TECHNICAL SKILLS

- Languages & Frameworks:** PHP, Laravel, JavaScript (ES6+), React.js, Node.js, Express.js
- Web & CMS:** WordPress, WooCommerce, Elementor, ACF, HTML5, CSS3, Custom Themes & Plugins
- Data & APIs:** MySQL, REST APIs, Razorpay
- Infrastructure & Tools:** Plesk, SSL, DNS, Website Migration, Performance Optimization, Git, GitHub, Composer
- Digital Marketing:** Meta Ads Manager, Meta Business Suite, Facebook & Instagram Ads, Social Media Management, Lead Generation, Google Analytics, Search Console

PROFESSIONAL EXPERIENCE

Web Developer June 2023 – Present

AM Television Pvt. Ltd. — Ulubari, Guwahati

- Developed and maintained 6+ production websites, building custom WordPress themes, plugins, and REST API integrations.
- Built React.js front-end modules integrated with Node.js/Express APIs, plus internal tools such as an HR document generator and reusable UI components.
- Optimized website performance and Core Web Vitals across the full site portfolio.
- Managed Plesk hosting, SSL, DNS, backups, and deployments end-to-end.
- Integrated Razorpay and other third-party services for payments and site functionality.
- Managed Meta Ads campaigns across Facebook & Instagram, including content scheduling, audience targeting, and campaign reporting.

KEY PROJECTS

- Prag News (pragnews.com)** — High-traffic Assamese news portal built on PHP/Laravel, with ad integration and performance optimization.
- Axom (axom.co.in)** — IPTV, cable & broadband service platform with service listings, lead generation, and customer engagement features.
- AM Television (amtelevision.in)** — Corporate media website spanning Film Production, News, OTT Platform, and Retail Services divisions.
- Rengoni TV (rengonitv.com)** — Entertainment channel website with content management, program listings, and a media-focused layout.
- HRMS Management System** — Internal HR platform covering employee records, attendance & leave management, notices, and role-based access.
- Axom Super Speciality Hospital** — Currently working on HMS.

INDEPENDENT PROJECTS

- CardForge** — React.js SaaS for generating ID cards for schools, corporates, and media agencies. Firebase Authentication (Google & GitHub OAuth), 15 card templates, per-user data persistence.
- Flood Watch (flood.riturajborthakur.site)** — Firebase-backed community flood-reporting app for Assam, with GPS tagging, photo capture, water-level severity tracking, and a UPI donation flow.
- GE Tradecom Web Suite** — PHP/MySQL tools for an Apple Authorised Distributor: a vendor rewards portal, an HR policy portal with acknowledgement tracking, and a promotional campaign site.
- Studio Pro (Kids AI Studio)** — Python desktop app automating children’s YouTube story videos end-to-end, using the Gemini API for scripts, Edge TTS for narration, Pollinations AI for imagery, and FFmpeg for assembly.

EDUCATION

Master of Computer Applications (MCA) <i>Royal Global University — Guwahati</i>	2021 – 2023
Bachelor of Computer Application (BCA) <i>J.B. College — Jorhat</i>	2018 – 2021
Higher Secondary (Class XII), AHSEC <i>Luit Valley Academy — Jorhat</i>	2016 – 2018
Secondary (Class X), SEBA <i>Sacred Heart School — Dibrugarh</i>	2014 – 2016

CERTIFICATIONS

- **Master Full-Stack Web Development with Laravel & PHP** — Board Infinity
- **Create a Google Ads Search Campaign** — Coursera
- **Introduction to Generative AI** — Google Cloud