

Biswajit Mazumdar

Senior Web Developer, Custom PHP Engineer & Technical SEO Specialist

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PROFESSIONAL SUMMARY

Senior Web Developer, Full-Stack PHP Architect and Technical SEO Specialist with 12+ years of production experience. Proven track record leading technical architecture, managing cross-border digital teams for US and Canadian businesses, and engineering independent SaaS products (Digital Menu Maker). Expert in lightweight modular PHP architectures, Core Web Vitals sub-18ms TTFB optimization, relational MySQL design, and JSON-LD structured data.

CHRONOLOGICAL EXPERIENCE

BrandScales (Madison, Wisconsin, USA) -- Web & Technical Lead (Active Role)

- Leading web architecture, custom modular PHP applications, and technical performance for US clients.
- Enforcing strict Core Web Vitals optimization achieving <18ms TTFB and consistent green scores across client portals.
- Managing Linux hosting, SSL security, Cloudflare edge caching, and programmatic Schema.org entity graphs.

VIVIDOPTIMIZERS (Winnipeg, Manitoba, Canada) -- Project Manager & Tech Lead (2021 - 2026)

- Led multi-disciplinary technical and marketing teams delivering custom web solutions across North America.
- Directed full-stack PHP web application development, custom business workflows, and API integrations.
- Conducted comprehensive technical SEO audits, site architecture overhauls, and mobile usability optimization.

JESASTIC Web Design & IT Solutions (India) -- Founder & CTO (2015 - Present)

- Architected and launched Digital Menu Maker (digitalmenu.com), an independent hospitality SaaS platform.
- Engineered 150+ custom web development projects with zero CMS bloat and strict parameterized database security.

ACADEMIC BACKGROUND & CERTIFICATIONS

- Bachelor of Arts (B.A.) -- University of Kalyani (2012 - 2015)
- Certificate in Information Technology (C.I.T.) -- Nehru Yuva Kendra
- Web Development Certification -- Skill India / NSDC / LearnVern
- Google Digital Garage: Fundamentals of Digital Marketing Accredited
- Google Skillshop: Google Analytics Certified & Core Web Vitals Specialist

TECHNICAL ARSENAL & LANGUAGES

Languages & Stack: PHP 8.2+ (Strict OOP, PDO), MySQL/MariaDB, JavaScript (ES6+ Vanilla), HTML5, Modern CSS3.
Infrastructure: Apache, Nginx, Cloudflare CDN/WAF, Linux Server Admin, Git, Composer, cPanel/WHM.
Spoken Languages: Bengali (Native), English (Professional working proficiency), Hindi (Working proficiency).