



## Vineet Talwar

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**WordPress TV:** <https://wordpress.tv/speakers/vineet-talwar>

### SUMMARY

Experienced of 12+ years of strong track record in web development, project management, product owner solution architect, and digital strategy. Expert in WordPress, cloud technologies, and open-source solutions. Enthusiastic about AI, UX, Fast Websites, WordPress, and public speaking.

### PROFESSIONAL EXPERIENCE

**Some Tech Work, Wiesbaden, Remote : Fractional CTO / Web Developer - Freelance** Jan 2024-Present

- Working with various brands providing strategic technical leadership, overseeing product development, and driving innovation for businesses on a flexible, part-time basis.
- Clients include Leverage Edu, Brilyant, Mediafix, Vegconomist, Home Music Teachers Franchise, Agrivijay

**StudySmarter GmbH, München, Remote : Website Tech Lead / Lead Developer** July 2022 – Dec 2023

- Managed a multinational cross-functional team of 5 web developers, providing mentorship to enhance team capabilities and improve project outcomes through targeted coaching.
- Led strategic architectural decisions to ensure website stability
- Launched job platform in Germany and B2B site across 5 European markets
- Managed high-traffic B2C site with 10M monthly visitors
- Implemented block-based design system to boost dev efficiency
- Optimized web architecture for future growth
- Developed custom APIs that streamlined data interchange between services, elevating operational efficiency
- Refined database management, achieving faster query responses and increased data accuracy
- Cut load times by 30% through streamlined code optimizations
- Elevated team skillset by introducing state-of-the-art development tools
- Improved code deployment practices, reducing downtime
- Enhanced site resilience by leading critical architectural upgrades

**Searchmetrics GmbH, Berlin, Remote: Product Owner, Marketing Team** Apr 2020 – Jun 2022

- **Product owner** for handling Company's public facing marketing website
- **Website Relaunch:** Leading the Website relaunch in 4 Markets: Germany, USA, UK, France
- **People Skills** Responsible for managing team of 2 developers and external agency for continuous development for all the marketing websites.
- **Product Management** Responsible for managing product backlog, support for marketing and continuous development for website.
- **Performance:** Making sure the website is always high performing, core web vitals compliant,
- **Technical support** for the marketing team and content creators
- **Processes** Defining Content Publishing and Editorial Process for marketing team

**thinkmoto GmbH, Berlin: Full Stack Web Developer** Oct 2019 - March 2020

- Working on backend development for one leading German Accounting client for a project about AI and machine learning based Chatbot on cognigy and website powered by WordPress.
- **DevOp:** Preparing the complete technical stack, development and deployment flow, structuring the complete infrastructure of the company
- **Tasks:** Deployment, Performance, Security, Frontend, Backend development

## **FireMud FM, Frankfurt, Remote: Co-Founder and CTO**

Dec 2011 - March 2020

- **Summary** Bootstrapped a Music-tech Startup from 0 to 100k+ users in 9 years.
- **Role** Co-Founded FireMud FM and leading it on technical front.
- **Team** Managing a total team of 30 people to run tech and artist relations department
- **Key Development Project** Migrating zend framework based version to WordPress for version 4 of the platform
- **Responsibilities** Leading the Designing, planning, development and execution for rolling out three major releases.
- **Development** Design and implementation of Front-End stack and Back-End Stack for FireMud FM network of websites a B2C platform, Radio Platform, Own Tech Podcast
- **Cloud** Taking the platform to cloud on AWS, management and scaling on Amazon AWS cloud. Responsible for uptime of the entire network of websites.
- **Roles Held:** Web Developer, Blogger, Radio Show Host, Artist Relations Manager, CTO

## **Some Tech Work, Frankfurt, Remote: Co-Founder and CTO**

Dec 2018 - Dec 2019

- **Role** Co-Founded Some Tech Work and leading it on technical front.
- **Team** Running the agency with total team of 5 for Planning, development and execution of enterprise projects.
- **Key Responsibilities** Consulting, Strategy, System Architecture, System Design, MVP Implementation
- **Tasks** Planning, realization and operation of web projects, for various clients
- **Initiatives** Being tech partner of various startups and help them setup their technical stack.
- **Consultation** Consulting companies to plan their strategy of go live
- **Development** Code Review, Deployment, Performance, Security, Frontend, backend development

## **dkd Internet Services GmbH, Frankfurt: Full Stack Web Developer**

Oct 2015 - Nov 2018

- **Summary** Working on conception and development of high impact, high traffic enterprise website projects.
- **Responsibilities** Realization and operation of IT and Web Projects including complex WordPress based Websites and blogs for enterprise clients.
- **Development** Execution of project meetings, planning, analysis, technical conception, Providing support for WordPress projects, Code Review, Deployment, Performance, Security, Frontend, backend development.
- **Key Project** Development of deployment system for WordPress based websites.

## **Trion Technologies, Gurgaon, India: Web Developer**

July 2012 - Sept 2013

- Developing and managing client websites .
- Internet Marketing and Search Engine Optimization.

## **EDUCATION**

### **Master of Science, High Integrity Systems**

Oct 2013 - Apr 2017

Frankfurt University of Applied Sciences, Frankfurt am Main, Germany

2,04 ECTS

Course: Cloud Computing, DBMS, Software architecture, Software testing, Data Mining, Real time systems

### **Bachelor of Technology, Bioinformatics**

May 2008 - May 2012

Singhania University, Pacheri bari, India

71.9% - First Class

Course: HTML, PHP, DBMS, Networking, Oracle, Bioinformatics, Java, Artificial Neural Network, Perl

## **MASTER THESIS**

### **Development and Evaluation of an application for different variable selection methods for multiple linear regression analysis using Java and R**

Dec 2016- May 2017

Evaluate different variable selection methods in multiple linear regression analysis on different real world datasets and Development of an application for variable selection methods.

## **CERTIFICATION**

### **Amazon Web Services Certified Cloud Practitioner**

April 2021

## CONFERENCES

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<b>WordCamp Skopje 2023</b> , <i>Session</i> : Website Auditing and Conversion Optimization	Oct 2023
<b>WordCamp Valencia 2022</b> , <i>Session</i> : Website Auditing and Conversion Optimization	Oct 2022
<b>WordCamp Vienna 2022</b> , <i>Session</i> : Website Auditing - Be the Conversion Hero	April 2022
<b>WordCamp Geneva 2022</b> , <i>Workshop</i> : Advanced Web Performance Optimization	Apr 2022
<b>WordCamp Greece 2021</b> , <i>Online Session</i> : Google Core Web Vitals: Improving the Performance and SEO of WordPress Websites for a Better User Experience	Apr 2021
<b>WordCamp Milan 2019</b> , <i>Workshop</i> : Supercharge WordPress Search and Queries Using Elasticsearch	Nov 2019
<b>WordCamp Stuttgart 2019</b> , <i>Session</i> : Speed Rocket Your WordPress Website	Nov 2019
<b>WordCamp Skopje 2019</b> , <i>Session</i> : Progressive Web Apps in WordPress	Oct 2019
<b>WordCamp Bucharest 2018</b> , <i>Session</i> : Progressive Web Apps: The Future of Mobile Apps	Oct 2018
<b>WordCamp Poznan 2018</b> , <i>Session</i> : WordPress Backups, Disaster Management, and Recovery	July 2018
<b>WordCamp Gran Canaria 2018</b> , : Maintaining Multisite Networks to Run Your Business Effectively	Feb 2018
<b>WordCamp Bucharest 2017</b> , <i>Session</i> : Effectively Utilize AWS Cloud to Boost Performance of a Website	Oct 2017
<b>WordCamp Delhi 2017</b> , <i>Session</i> : WordPress Migration: All You Need to Know	Aug 2017
<b>WordCamp Frankfurt 2016</b> , <i>Session</i> : Supercharge Your WordPress Website with Apache Solr	Sept 2016

## TECHNICAL SKILLS

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**Frontend:** HTML, CSS, PHP, JavaScript, SASS

**Backend and Database:** PHP, MySQL

**CMS:** WordPress, Yourls

**WordPress Development:** Theme Development, Plugin Development, Gutenberg , Elementor, Visual Composer, Gravity Forms, WooCommerce, ACF, Gutenberg, Bedrock, Security, Performance, Maintenance, SEO, GDPR Compliance, CCPA Compliance, UX Research, Website Auditing, UX Review

**E-Commerce:** WooCommerce, Adobe Commerce (Magento)

**AI:** GPT4, GPT API, Dall-E, Prompt Engineering

**Cloud:** AWS EC2, Lightsail, S3, CloudFront, Route53, SES, SNS, RDS

**DevOps:** Apache, Nginx, PHP-FPM, Monitoring, CI/CD, Composer, Elasticsearch, Docker, Redis, Memcached

**Marketing and SEO:** Google Core Web Vitals, Google optimize, Google Tag manager, Google analytics, Hotjar, One Trust, Keyword Research

**Project Management:** Asana, Jira, Trello, Redmine, Slack, Confluence, Sharepoint, Miro, Office tools

## OTHER SKILLS

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**Management:** Product management, Stakeholder Management, Communication, Organizing Workshops

**Solutions Architect:** Analyzing Technical Requirements, Writing Product Requirement specification, Budget planning, Resource Management, Project Planning, Communication, Risk Identification, Technology Evaluation, System architecture, and Design, Infrastructure Design, Code Review, Code Quality, Coding Standards, Release management

**Language:** English (Fluent), Hindi (Native), German (B1/B2)