

RAKESH ROY

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Engineering Leader Driving Scalable Platforms, Performance, SEO/AEO, AI & Cloud Modernization

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SUMMARY

Engineering Manager with 10+ years of experience leading high performing teams delivering scalable, high traffic web platforms for global brands including Bluehost, BigRock, and Network Solutions.

Strong focus on engineering leadership, platform modernization, website performance optimization (Core Web Vitals, SEO/AEO), and AI-driven enhancements. Proven track record in driving cloud migration, CI/CD automation, and aligning engineering execution with business outcomes.

Experienced in building and mentoring teams, managing cross functional stakeholders, and delivering reliable, high quality systems under tight timelines.

SKILLS

Coding Languages

PHP, JavaScript, TypeScript, React, Node.js, HTML/CSS

Frameworks & Platforms

WordPress, Next.js, Laravel, Angular, WooCommerce

Cloud & DevOps

OCI, Jenkins, SonarQube, CI/CD Pipelines, OKD

Performance & Optimization

Core Web Vitals, Google Lighthouse, Technical SEO, AEO Optimization, Asset & Server Optimization

Leadership & Management

Team Leadership, Stakeholder Management, Project Planning, Cross-functional Collaboration

Tools

GitHub, Jira, Confluence, Grafana, Jenkins

SPECIALIZATION

- Engineering Leadership for High-Traffic Platforms
- Website Performance Engineering & SEO/AEO Optimization
- Cloud Migration & Infrastructure Modernization (OCI)
- CI/CD Automation & Deployment Pipelines
- AI-driven Web Optimization & Scalable Architecture
- WordPress & Frontend Platform Engineering

PROFESSIONAL WORK EXPERIENCE

Engineering Manager

Newfold Digital

April 2026 to Present | India · Remote

- Lead engineering for high-traffic storefront and content platforms across global brands
- Own platform architecture, performance strategy, and modernization initiatives aligned with SEO, AEO, and AI-driven improvements
- Drive cloud migration and infrastructure optimization on OCI, improving scalability and reliability
- Partner with product, marketing, and business teams to align engineering delivery with revenue and user experience goals
- Enable automation across CI/CD pipelines, improving deployment efficiency and system stability

Associate Engineering Manager

Newfold Digital

April 2025 to March 2026 | India · Remote

- Led engineering for customer facing platforms (blogs and frontend systems) used by global audiences
- Managed cross-functional delivery across engineering, SEO, and marketing teams
- Built and optimized CI/CD pipelines using Jenkins, SonarQube, and cloud infrastructure
- Improved platform performance, reliability, and deployment workflows through automation
- Contributed to architectural decisions for scalable and maintainable systems

Software Engineer

Newfold Digital

Sept 2023 to March 2025 | India · Remote

- Developed and maintained scalable web applications for global brands
- Revamped a major domain management platform, improving PageSpeed score from <40 to 90+
- Collaborated with cross-functional teams to deliver performance-focused and user-centric solutions
- Contributed to engineering best practices, improving code quality and team efficiency
- Supported high-visibility platforms including Bluehost, Web.com, and HostGator

BASIC WORK EXPERIENCE

- Operates with ownership, leading teams through shifting priorities and tight deadlines.
- Drives project planning and documentation to align teams and streamline execution.
- Provides strong leadership, fostering collaboration to deliver high-quality outcomes.
- Leads problem-solving and performance optimization, ensuring scalable and efficient solutions.

OPEN SOURCE CONTRIBUTION

- Developed WordPress plugin [Bitly URL Shortener](#) with ~15K downloads and 700+ active users
- Active contributor on GitHub through PRs, issue resolution, and community collaboration
- Earned 920+ reputation on Stack Overflow by helping developers solve technical challenges
- Passionate about sharing knowledge and contributing to the developer ecosystem

PORTFOLIO AND OTHER LINKS

- <https://royrakesh.com>
- <https://www.codehaveli.com>
- <https://cozytrails.in>
- <https://github.com/royrakesh>
- <https://wordpress.org/plugins/codehaveli-bitly-url-shortener>
- <https://www.ayurcalm.com>
- <https://nirbanbasu.in>
- <https://www.linkedin.com/in/royrakesh>
- <https://github.com/codehaveli>
- <https://www.create.com>

HOW TO REACH ME

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Lead WordPress Developer

Appycodes

Feb 2016 to Aug 2023 | India · Onsite

- Led a team of developers delivering enterprise WordPress solutions and high-traffic eCommerce platforms
- Managed multiple concurrent projects, ensuring timely delivery and quality standards
- Designed and built custom plugins, themes, and scalable architectures
- Collaborated with external stakeholders and business teams to align technical execution with requirements

KEY PROJECTS

- [bigrock.in](#) – Led engineering team end-to-end, driving delivery across production systems and marketing initiatives
- [networksolutions.com/blog](#) – Built scalable blog platform using custom WordPress block architecture
- [hostgator.com](#) – Executed large-scale blog migration and performance optimization
- [create.com](#) – Developed BNPL payment system and integrated multiple third-party services
- [bluehost.com/blog](#) – Improved blog performance, localization, and user experience

EDUCATION

MAKAUT, West Bengal, India

Bachelor of Computer Science & Engineering

- Attended from Sept. 2012 to June 2016
- Organized one of the biggest college fests in North Bengal.
- Developed AI-based software to run PC via voice command.

CRBHS, West Bengal, India

Higher Secondary Education in General Science

- Attended from Sept. 2009 to June 2011
- Organized school events like Teacher's day, Saraswati Puja for 1400+ students.