PRADEEP OORAKKATTIL

Technical Lead | Engineering Manager | Real Estate SEO & Organic Lead Generation Specialist

+971 553220460 • pradeepo654@gmail.com • Dubai, UAE • pradeepo.com • LinkedIn

---

PROFESSIONAL SUMMARY

Results-driven Technical Lead and Full-Stack PHP Engineer with 10+ years of experience architecting scalable web platforms, leading cross-functional development teams, and executing data-driven SEO strategies in high-competition real estate markets. Demonstrated ability to eliminate paid-ad dependency through organic lead pipelines that consistently generate 2–3 qualified leads daily. Expert in Laravel, CRM/ERP development, and conversion-rate optimization — with a proven record of boosting e-commerce conversions by 30% and reducing database server load by 25%. Adept at translating business objectives into technical roadmaps and mentoring teams to deliver on time.

CORE COMPETENCIES

Leadership	Technical Lead · Engineering Management · Agile/Scrum · Team Mentoring · Sprint Planning · Code Review
Real Estate SEO	Dubai Property Market SEO · Organic Lead Generation · Technical SEO Audits · Local SEO · Link Building
SEO Tools	Ahrefs · SEMrush · Screaming Frog · Ubersuggest · Google Analytics 4 · Google Search Console
Backend	PHP · Laravel · CodeIgniter · Custom MVC Framework · REST API · WordPress · Node.js · Express.js
Frontend	React · Vue.js · HTML5 · CSS3 · JavaScript · jQuery & AJAX · Bootstrap
Database	MySQL · Database Performance Optimization · Query Tuning · Data Modeling · Redis
DevOps & Tools	Git/GitHub · CI/CD · Nginx · Apache · Composer · NPM · Linux
CRM / ERP	Custom CRM Architecture · Lead Management · ERP Systems · Project & Task Management Modules

PROFESSIONAL EXPERIENCE

Full Stack Developer (Technical Lead) | Sekenkoum Real Estate LLC   **Jul 2023 – Present**
Dubai, United Arab Emirates

- Architected and delivered a full-stack CRM platform covering lead management, employee management, task management, and project pipelines — improving team operational efficiency by an estimated 35% and replacing 3 legacy manual workflows.
- Engineered an end-to-end Dubai Real Estate SEO strategy targeting high-intent property keywords, achieving a consistent pipeline of 2–3 qualified organic leads per day within 3–6 months, fully eliminating dependency on paid advertising and reducing customer acquisition cost (CAC) by ~60%.
- Led a complete website overhaul (front-end + back-end), improving Core Web Vitals scores, mobile-friendliness, and page load speed — resulting in measurably higher search rankings and customer engagement.

- Directed technical strategy and sprint planning across development cycles, coordinating front-end and back-end tasks for on-time delivery.

Senior Web Developer | Jasper Micron   **Aug 2021 – Jul 2023**
Dubai, United Arab Emirates

- Drove a 30% increase in e-commerce conversion rates by revamping 3 major platforms (cake shop, hand tools, liquid handling) with advanced PHP logic, UX improvements, and seamless payment gateway integrations.
- Reduced MySQL database server load by 25% through query optimization, indexing strategies, and caching — significantly improving page response times across all managed platforms.
- Developed and maintained 6+ production websites (aesthetics clinics, schools) in the Dubai market, prioritizing performance, SEO on-page optimization, and customer engagement metrics.

Senior PHP Web Developer | iMark Global   **Feb 2021 – Oct 2021**
Kochi, India

- Designed and built a custom CRM for a lottery management business, streamlining operations and digitizing workflows that had previously been managed manually.
- Developed a bespoke WordPress plugin for a law firm website, integrating custom data structures that reduced page load time and improved scalability for growing content volumes.

Senior PHP Developer | Rainhopes   **Jul 2015 – May 2021**
Kochi, India

- Engineered a proprietary custom MVC PHP framework adopted company-wide, boosting team development efficiency by 40% and accelerating average project delivery timelines by 10%.
- Built CRM and ERP systems for diverse sectors (colleges, car washes, cargo companies), automating lead management and project tracking — directly improving client operational performance.
- Led front-end development with HTML5, CSS3, and Bootstrap responsive design practices, achieving a 25% increase in mobile traffic across managed client websites.
- Managed full SDLC for 10+ company and client websites, overseeing architecture, code quality, and content management system enhancements.

KEY ACHIEVEMENTS

- Generated **2–3 qualified organic real estate leads daily** — zero ad spend — saving ~AED 20K+/month in paid acquisition costs.
- Boosted e-commerce conversion rates by **30% across 3 platforms** via UX redesign and backend optimization.
- Cut database server load by **25%** through advanced MySQL query tuning and indexing.
- Increased team development speed by **40%** through custom MVC framework creation.
- Drove **25% uplift** in mobile traffic via responsive design overhaul across 5+ websites.

EDUCATION

B.Tech — Computer Science & Engineering | University of Calicut, India | 2011 – 2015

LANGUAGES

English — Professional Working Proficiency   **Malayalam** — Native