

Muhammad Ahmad

Wordpress Developer

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I'm a WordPress Developer with 4+ years of professional experience in building responsive, performance-optimized websites using WordPress and Wix. I focus on developing functional, user-friendly web solutions that deliver a smooth experience across all devices.

My technical skills include HTML, CSS, and basic JavaScript, along with hands-on experience using WordPress hooks to add custom functionality and improve site performance. I also work on website optimization, ensuring speed, SEO readiness, and responsiveness for every project.

I'm passionate about continuous learning, exploring new tools, and collaborating with global teams to create modern, high-quality websites that align with business goals and client vision.

EDUCATION

BACHELOR OF COMPUTER SCIENCE

Aug 2021 – 25

Virtual University of Pakistan

PROFESSIONAL EXPERIENCE

DIGISTARTUP GROUP - ONSITE | PAK - WORDPRESS DEVELOPER | OPTIMIZATION

Apr 2022 - Present

- Gained hands-on experience in designing responsive websites using WordPress and Elementor
- Improved skills in website speed optimization and basic on-page
- SEO Gained experience with WooCommerce setup and management
- Built and maintained multiple client websites from concept to launch
- Customized layouts with HTML, CSS, and basic JavaScript
- Assisted in converting designs from Figma into functional pages
- Participate in website testing, QA, and debugging tasks
- Design Funnel, Form, and Automation using **GHL**

ALPHA SOLUTIONS - ONSITE | PAK - WORDPRESS DEVELOPER

Feb 2021 – Sep 2023

- Improved website speed and applied basic on-page SEO techniques.
- Set up and managed WooCommerce for online stores.
- Helped turn Figma designs into working web pages.
- Customized designs using HTML, CSS, and basic JavaScript.
- Set up and managed WooCommerce for online stores.
- Work with other teams, such as marketing and design, to ensure website functionality

WORKING AS A FREELANCE - REMOTE | WORDPRESS DEVELOPER

Feb 2024 – Present

- Built and maintained multiple client websites internationally from concept to launch
- Designed and launched e-commerce stores using WooCommerce with payment gateway integration
- Developed multi-language websites for international clients
- Built and maintained multiple websites using Wix and the Avada WordPress theme, ensuring responsive design and smooth functionality.
- Designed and developed IPTV and TVStartup websites using Elementor and the Avada theme builder, ensuring responsive layouts and smooth user experience.

TECHNICAL SKILLS

- WordPress Website Development (Elementor, Elementor Pro, WPBakery, Divi Builder, Avada Theme)
- Frontend Development using HTML, CSS, Basic JavaScript, Basic PHP
- Figma to WordPress Conversion
- WooCommerce Website Development
- Multi-language Website Development (WPML)
- Custom Forms Integration (WPForms, Contact Form 7)
- Advanced Custom Fields (ACF) Implementation
- Funnel & Form Integration using GoHighLevel (GHL)
- Responsive & Mobile-First Design
- UX/UI Optimization for Better User Experience
- Website Speed & Performance Optimization
- Graphic Design & Web Layouts using Adobe Illustrator & Figma
- On-Page Search Engine Optimization (SEO)
- Image, Script & Cache Optimization for Speed
- Website Security & Maintenance
- Domain & Hosting Setup
- cPanel & WHM Server Management
- Website Migration & Backup Management
- UX Strategy & Conversion-focused Design
- Custom Styling & Enhancements with CSS

PROJECTS

Here are some of the projects:

ELFA ELECTRIC – WOOCOMMERCE WEBSITE

elfaelectric.com

Developed and maintained the official website for Elfa Electric Bike Pakistan using WordPress, Elementor Pro, and WooCommerce, focusing on a clean, responsive, and performance-optimized design. The site showcases EV bikes (EV 125) and electric scooties, featuring a modern layout, intuitive navigation, and strong brand consistency. Additionally, integrated custom lead generation forms using GoHighLevel (GHL) to capture customer inquiries and boost conversions.

IPTVKUNGEN – STREAMING SERVICE WEBSITE

iptvkungen.net

As part of the development team, I contributed to building a modern WordPress site for a streaming-service brand, focusing on functional enhancements and website performance.

RT MOVERS UAE – COMPANY WEBSITE

rtmovers.ae

Worked as part of the development team on the WordPress site for RT Movers UAE, a well-reputed moving and packing company in Dubai. The site features service listings (home relocation, office relocation, storage, furniture installation) and is designed for clarity, mobile responsiveness, and performance.

DIGISTARTUP – WEB DEVELOPMENT & DIGITAL SOLUTIONS

digistartup.UK

Developed and maintained the official website for Digistartup using WordPress and Elementor, focusing on creating a clean, responsive, and performance-optimized design. The site highlights SaaS features and service offerings through a modern, brand-aligned layout. Additionally, integrated custom lead generation forms using GoHighLevel (GHL) to streamline user inquiries and conversions.

GRILLADO'S – RESTAURANT WEBSITE CANADAgrillados.ca

Developed a restaurant website for Grillado's using WordPress and Elementor Pro, showcasing their menu and brand identity. Managed Google My Business (GMB), social media ads, graphics, and video editing to boost online visibility and engagement.

BLUE HILLS COUNTRY FARMS – REAL ESTATE DEVELOPMENT WEBSITEbluehills.com.pk

Developed the website for Blue Hills Country Farms, creating a clean, responsive platform to showcase farm-housing plots, schemes, payment plans, and facilities. The focus was on user-friendly navigation, mobile-first design, and performance optimization while ensuring the site aligned with modern real-estate presentation standards.

HOSTER 21 – DOMAIN AND HOSTING WEBSITEhoster21.com

Developed the official website for Hoster 21 using WordPress and Elementor Pro, designed to showcase domain and hosting services with a professional, responsive, and user-friendly layout.