

MUHAMMAD WASEEM

Full Stack WordPress Developer



Wacemk96

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www.waseemk.com (Online Portfolio)

Career Objectives

Full Stack WordPress Developer with **5 years of experience** in custom **theme and plugin** development, specializing in **PHP, WordPress, REST API, JavaScript, React.js, Express.js, Node.js, MongoDB, HTML, and CSS (including Tailwind CSS and Bootstrap)**. I have developed over 20 WordPress themes from scratch, submitted a plugin to the WordPress plugin directory, and worked extensively on **MERN Stack** projects. I excel in handling both **front-end and back-end development** tasks and managing **client interactions**.

Work Experience

Nexus Edge LLC – USA
(Remote)

Senior WordPress Developer (Jan 2024 to till present)

(theme and plugin customization, figma to WordPress, responsive design, ACF, php, JavaScript, react)

- Redesigned a custom WordPress theme, resulting in a 90+ increase in site speed and mobile responsiveness.
- Implemented advanced SEO strategies, leading to a 31% increase in website traffic.
- Translated Figma designs into fully functional WordPress themes, ensuring dynamic and responsive elements.
- Integrated third-party APIs to enhance site functionality and user engagement.
- Optimized database queries to improve backend performance and reduce server load times.
- Conducted regular security audits and implemented measures to protect against vulnerabilities.
- Customized and extended plugins to meet specific client needs, enhancing overall site capabilities.
- Collaborated with cross-functional teams to align web development projects with business goals.
- Provided ongoing maintenance and support, ensuring websites remain up-to-date and fully operational.

Karlu Systems –
Pakistan
Full Time

Senior WordPress Developer (Jan 2020 to 2024)

(php, WordPress, rest API, ACF, reactjs, JavaScript, tailwind CSS, bootstrap)

- Led the redesign of multiple websites, significantly enhancing performance and user experience.
- Developed custom themes and plugins to meet unique client requirements.
- Adding functionality to theme and plugins with ACF Advance Custom Field Plugin
- Developed and integrated a headless WordPress CMS with a React frontend, improving flexibility and performance of the website.
- Implemented REST API to enable seamless data fetching and real-time content updates between WordPress and React applications.
- Implemented advanced SEO strategies, boosting organic traffic and search engine rankings.
- Making Custom Elementor Widgets using Unlimited Elements for Elementor.
- Optimized website speed and performance, achieving 90+ scores in site speed tests.
- Conducted security audits and implemented best practices to protect sites from vulnerabilities.
- Managed and mentored junior developers, fostering a collaborative and productive team environment.
- Integrated third-party APIs and services to expand site functionality and improve user experience.
- Utilized Git for version control and streamlined the development process.
- Provided technical support and maintenance, ensuring websites remain up-to-date and functional.

Website Developer	<p><u>WordPress Developer</u> <i>Freelance June 2027 to continue</i></p> <p>I am a highly skilled Frontend and Custom Theme WordPress Developer. My focus includes crafting engaging WordPress websites, from design to theme and plugin implementation. As a results-driven professional, I have consistently surpassed expectations in web development initiatives, showcasing a proven track record of success.</p> <p>Tools:</p> <ul style="list-style-type: none"> - Speed optimization and manual backups - E-commerce, blog, and subscription site creation - Elementor, Divi, Astra, Yoast SEO, Rank Math - Site migration and Shared Hosting - Custom theme development - MERN stack projects using REST APIs
MERN Stack Projects	<p><u>Automated Affiliate Content (SaaS) - (Amazon Product Scraping, ChatGPT API, WordPress Rest API)</u></p> <p>Innovated an automated Affiliate Marketing Solution utilizing ChatGPT API, WordPress API, and Amazon product scraping. Redefined the process from link input to article creation, enabling seamless WordPress posting.</p> <p><u>MERN Stack Blog (Subscription for Premium Content)</u></p> <p>Developed a subscription-based blog system with user authentication, content segregation, and an admin dashboard for streamlined post management.</p> <p><u>AdvanceColorHunt (Interactive Palette Visualization on Real Web Page)</u></p> <p>Engineered an interactive platform for users to create and preview color palettes, integrating live sample website design for enhanced user experience.</p>
SEO Specialist (Additional Skill Set)	<p><u>SEO Specialist</u> <i>Freelance 2019 to continue</i></p> <ul style="list-style-type: none"> ➤ SEO Campaign Management: Achieved 400,000 visitors within one year by managing comprehensive SEO campaigns. ➤ On-Page SEO: Optimized website content, meta tags, images, and internal linking structures to improve search engine rankings. ➤ Off-Page SEO: Developed high-quality backlink strategies, managed social media presence, and executed content marketing plans to boost site authority. ➤ Analytics and Reporting: Used tools like Google Analytics and Search Console to monitor performance, track keyword rankings, and refine SEO strategies. ➤ Technical SEO: Ensured websites were optimized for speed, mobile-friendliness, and search engine indexing.
Graphic Designer (Additional Skill Set)	<p><u>Graphic Designer</u> <i>Freelance 2017 to 2019</i></p> <ul style="list-style-type: none"> ➤ Logo and Graphic Design: Achieved Level One Seller badge on Fiverr for excellence in logo and graphic design. ➤ Brand Identity: Designed logos, business cards, and other branding materials to help businesses establish a strong visual identity. ➤ Creative Software Proficiency: Skilled in using Adobe Photoshop, Illustrator, and other design tools to create visually appealing graphics. ➤ Client Collaboration: Worked closely with clients to understand their vision and deliver customized design solutions that meet their needs and preferences.
Professional MS Word, Excel, PowerPoint	<p><u>Office Automation Specialist</u></p> <p>Expert in MS Office with a knack for automation. Specialized in document formatting, advanced Excel, and PowerPoint for streamlined processes. Proven track record in data entry, calculations, and creative data visualization.</p> <ul style="list-style-type: none"> ➤ Microsoft Office (Word, Excel, PowerPoint) ➤ Graphic Designing (Adobe CS6, CorelDraw X7, Illustrator) ➤ CorelDraw X7 (Expert) ➤ Web Designing,
Programming Languages and Skills	<p>Languages:</p> <ul style="list-style-type: none"> ➤ JavaScript, NodeJs, React JS, MongoDB, Express JS, Php, Rest API, ACF plugin ➤ Axios, Cheerio, Bootstrap, Tailwind CSS, MUI, Chakra, HTML, CSS, WordPress (Frontend & Backend), Git, Github, VS Code. <p>Skills:</p> <ul style="list-style-type: none"> ➤ Problem-Solving, Critical Thinking, Communication, Teamwork, Time Management, Continuous Learning, Patience.

Education

2020 – 2023	MCS (Master of Computer Science) – (3.12 - CGPA)
	Gomal University, Dera Ismail Khan
2017-2019	B.Sc (Computer Science) (1st Division)
	Gomal University, Dera Ismail Khan

Additional Information

Nationality	:	Pakistani
Date of Birth	:	04-09-1996
Marital Status	:	Single

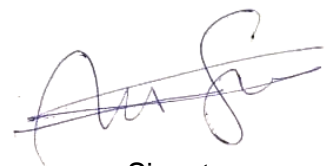
CERTIFICATIONS

Oct 2023	The Complete 2023 Web Development Bootcamp (MERN STACK)
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DECLARATION:

Here I declare that the above-mentioned information is correct up to my knowledge and I bear responsibility for above mentioned particulars.

I appreciate your taking the time to review my credentials and experience. Again, thank you for your consideration



Signature