WAJAHAT ALI

Website Developer

wordpress | shopify | wix | squarespace

linkedin.com/in/wajahatali1402/   Faisalabad, PK   +923117086998   wajahatali68@gmail.com

SUMMARY:

Key Skills: Website Design & Development, Bug Fixing, Performance Optimization, Control Panel management, MIgration, Malware detaction and removing through cpanel File Manager.

ACADEMIC QUALIFICATION:

Bachelors in Computer Science
University of Agriculture Faisalabad   2016 - 2020

PROFESSIONAL EXPERIENCE:

Wordpress Developer | Bug Fixing
H & M Designer Inc.   Nov 2021 - May 2022

- **eCommerce Stores:** Ability to develop and manage ecommerce stores along with online payment gateways integration using WooCommerce.
- **Affiliate Websites:** proficiency to design and develop website architecture for affiliate marketing to ease the keyword positioning in search engines using the silo structures
- **Landing Page Design:** Substantial experience to design landing pages with Elementor and other page builders.
- **WordPress Frameworks:** Sound understanding of using Generatepress and genesis WordPress frameworks.
- **cPanel:** understanding to migrate WordPress from localhost to cPanel, adding autoresponders, using phpMyAdmin and other features within.
- **HTML and CSS:** ability to design landing pages, login pages, product pages, and forms using HTML and CSS.
Email Templates: aptitude to design email templates with HTML Table tags (tr,td) for email clients like Google chrome and Outlook
- **JavaScript:** Skilled enough to manipulate DOM using JavaScript
- **Core Web Vitals:** Comprehension to analyze the PageSpeed insights metrics, diagnose the impacting factors and resolve issues to keep the scores above 90 for both mobile and desktop.
- **Caching:** competence to implement page cache, browser cache and database caching in WordPress website
- **Lazy Load:** for minimizing the Http requests for reducing the server load resulting in enhanced website speed.
- **Critical Path CSS:** Deferring the CSS for above-the-fold content to minimize First input delay
- **Minification and Concatenation:** Ability to eliminate the render-blocking CSS and JS by resource minification and aggregation resulting in speed enhancement.
- **Resource Compression:** capability to compress resource files to GZIP and Brotli for reducing the size while keeping the content identical.
- **Analytical Skills:** Analytical ability to interpret waterfall charts in GTmetrix and browser developer tools
- **Cloudflare:** Understanding to setup Cloudflare for DNS, SSL and CDN along with given resource optimization features.
- **Browser Hinting and PJAX:** Ability to implement browser hinting and PJAX tactics resulting in further 1 second page load time reduction
- **Keyword Research:** Performing ongoing keyword research including discovery and expansion of keyword opportunities

- **Content Strategy:** Researching and implementing content recommendations for organic SEO success
- **Collaboration with writers:** Working with editorial team to drive SEO in content creation
- **Technical SEO:** Recommending changes to website architecture, content, linking and other factors to improve SEO positions for target keywords.
- **Analytics Audit:** Tracking, reporting, and analyzing website analytics
- **Competitor Analysis:** Researching and analyzing competitor advertising links and creating link building strategy.
- **Collaboration with developers:** Working with the development team to ensure SEO best practices are properly implemented on newly developed code

FREELANCING AT FIVERR:

Profile links:

fiverr.com/wajahatali499
fiverr.com/prodevelopers96

May 2019 - Present

- **Shopify Design & Development:** Ability to develop and manage ecommerce stores along with online payment gateways integration using Shopify. Can customize themes according to requirements, mobile responsiveness, custom fonts etc.
- **Squarespace Websites:** Proficiency to design and develop Squarespace websites. Landing pages, ecommerce functionality, payment gateways, appointment or meeting scheduling, custom styling using css, Responsive design.
-**Wix Websites:** Ability to design different websites using WIX CMS. ecommerce functionality, payment gateways, responsive designs and functional websites.
- **Landing Page Design:** Substantial experience to design landing pages with Elementor and other page builders.
- **WordPress Frameworks:** Sound understanding of using Generatepress and genesis WordPress frameworks.
- **cPanel:** understanding to migrate WordPress from localhost to cPanel, adding autoresponders, using phpMyAdmin and other features within.
- **HTML and CSS:** ability to design landing pages, login pages, product pages, and forms using HTML and CSS.
Email Templates: aptitude to design email templates with HTML Table tags (tr,td) for email clients like Google chrome and Outlook
- **JavaScript:** Skilled enough to manipulate DOM using JavaScript
- **Core Web Vitals:** Comprehension to analyze the PageSpeed insights metrics, diagnose the impacting factors and resolve issues to keep the scores above 90 for both mobile and desktop.
- **Caching:** competence to implement page cache, browser cache and database caching in WordPress website
-**Bug Fixing:** Ability to find broken website issues and fix all errors. can fix broken pages, can resolve all website issues related to wordpress, wix squarespace or shopify websites.
-**Malware removing:** Can make website virus free, Ability to detect infected source files from backend and fix them.

HONORS & AWARDS

-Passed the Wordpress 5.1 Test
Fiverr, Inc
Acquired 8.5/10 in wordpress 5.1 assessment and stood in top 10% of the best wordpress developers around the globe

-Passed English Language test
Fiverr, Inc
Acquired 8.5/10 in English Language test and stood in top 20% of the best English speakers around the globe