

# HAMID MAHMOOD

## WordPress Developer + Digital Marketing Specialist



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Pakistani

Own Visa



### PROFESSIONAL SUMMARY

Highly motivated and results-oriented WordPress developer and SEO specialist with a passion for creating and optimizing user-friendly websites that drive organic traffic. Possess strong technical skills in WordPress development and a deep understanding of SEO best practices. Additionally, skilled in graphic design, video editing, and various aspects of digital marketing, offering a well-rounded skillset for crafting successful online presences. I'm a highly adaptable learner who stays ahead of the curve in digital marketing trends, constantly seeking new ways to optimize websites and user experiences.

### EDUCATIONAL QUALIFICATIONS

#### Bachelors of Science in Information Technology 2016-2020

Lahore Leads University, Pakistan

#### Fsc (Pre Engineering) 2014-2016

Government College, Pakistan

### PROFESSIONAL CERTIFICATIONS

#### Front-End Web Developer (4 Months) 2020

British Education and Training System

### WEB DEVELOPMENT SKILLS

WordPress Website Development, Customization and Configuration, PHP, HTML/CSS, JavaScript/jQuery, Responsive Design, Shopify, SEO Optimization, Website Performance Optimization, Database Management (MySQL), Security Best Practices, WordPress Theme/Plugin Integration, WordPress Multisite, WooCommerce, Elementor Pro, Divi, Knowledge of WordPress coding standards and best practices, Hosting & cPanel Management, Yoast SEO.

### DIGITAL MARKETING SKILLS

Digital Strategy Development, Search Engine Optimization (SEO), Pay-Per-Click Advertising (PPC), Social Media Marketing, Amazon Listing + Ads, Google Analytics, Google AdWords, Social Media Advertising (e.g., Facebook Ads, Instagram Ads, TikTok Ads), A/B Testing, Lead Generation, Marketing Campaign Planning and Execution, Strong Communication and Presentation Skills.

### SOFTWARES

Microsoft Office Suite, Amazon Seller Central, HubSpot, Photoshop, Illustrator, CapCut (Video Editing), Canva, Google Suite, SEMrush, Google Sheets, XAMPP, Visual Studio Code, GitHub, Bootstrap, Object Oriented Programming.

### PERSONAL DETAILS

**Date of Birth** : 24 September, 1998

**Marital Status**: Single

**Languages** : English, Urdu, Hindi, Punjabi

**Visa** : Own Visa

### WORK EXPERIENCE

#### WEBSITE DEVELOPER AND IT ADMINISTRATOR (6M) Al Khaja Holding, Dubai

- Built and managed multiple websites using WordPress, ensuring smooth functionality and user experience.
- Implemented website optimization techniques to improve loading speed and responsiveness across devices.
- Developed and executed SEO strategies to increase organic traffic and website ranking on search engines.
- Performed on-page and off-page SEO optimization, including keyword research, meta description writing, and link building strategies.
- Resolved website and IT-related issues efficiently, ensuring smooth operations.

#### WEB DEVELOPER (MAY 2022) - 1 YEAR 2 MONTHS Scientific Analytical Tools (S.A.T) Trading L.L.C, Dubai

- Responsive Web-design and Web-development of 15 different S.A.T WordPress websites.
- Website management and maintenance.
- Developed and implemented a secure login system to protect user data and prevent unauthorized access.
- Regular On-Page, Off-page and Technical SEO of the S.A.T Websites.
- Improved web rankings from page 5 to Page 1 for 8 major keywords.
- Creating, Managing and controlling Google Search Console.
- Creating and managing Google Merchant account.
- Schema Markup for Products and other.
- Email Marketing and Lead Generation.
- Graphics related work on Photoshop/Illustrator

### WORDPRESS & GRAPHIC DESIGNER

#### Freelancer

- Designed and developed 50+ websites for my clients.
- Converted various Figma, Adobe XD, PSD, PDF files to WordPress.
- Designed Logos, Business cards, and Social Media posts and worked on various design projects for my clients.
- Organized and prioritized work to complete assignments in a timely, efficient manner.
- Contributed to brainstorming sessions involving the design, conception, and creation of new digital content

#### WORDPRESS DEVELOPER & MARKETING EXECUTIVE (>6 M) WebBugs, Lahore

- Built over 20+ websites using WordPress.
- Customized themes to meet clients requirement.
- Introduced new plug-ins and extensions to make the website more usable and interactive.
- Used HTML5, CSS3, Bootstrap to develop complex responsive WordPress themes.
- Optimized WordPress sites for performance, reducing page load times.

#### FRONT-END WEB AND WORDPRESS DEVELOPER (2 Y 8 M) Studio99, Lahore

- Developed Websites using HTML, CSS, Bootstrap, WordPress.
- Created different templates using Kajabi, Hubspot, Shopify.
- Worked closely with programmers and clients to meet project requirements, goals, and desired functionality.
- Converted various Figma, Adobe XD, PSD, PDF files to WordPress.
- Experience in : Themes and Plugins Customization, Custom Headers and Footer Creation, Works on builders e.g. DIVI, Avada, WP-Bakery, Elementor, and templates in DIVI.
- Implemented SEO best practices for improved website visibility and performance.

## INDIVIDUAL PROJECTS (GRAPHIC DESIGN)

### ASTRAL FLAVOURS - INDIA

Designed Brand logo, business cards, menu, social media posts for a Startup Bakery, Astral Flavours.

**TOOLS: Photoshop, Illustrator.**

### TAXI GENT 222 - BELGIUM

Designed Logo and Car seat back advertising cover for a taxi company in Belgium, Taxi Gent 222.

**TOOLS: Photoshop, Illustrator.**

### FASTLINK DELIVERY SERVICE - U.A.E

Designed Business Cards, Social Media Posts, Business Profile for a Delivery Service Provider in Dubai, Fastlink.

**TOOLS: Photoshop, Canva Pro.**

### VEDKARMA AYURVEDA - INDIA

Designed more than 25 social media posts for an ayurvedic brand that provides natural health care products.

**TOOLS: Photoshop, Illustrator, Canva Pro.**

### FLINT MERCHANDISE - INDIA

Planned whole month Social media posts (stories, posts and reels) and designed posts for a merchandise group in Delhi, India. Worked as a Social Media Intern, for 3 months.

**TOOLS: Photoshop, Illustrator, Canva Pro, Corel Draw, Indesign.**

### BODY BUFF CO - AUSTRALIA

Designed Thank you card, stickers and packaging designing for an Australian company.

**TOOLS: Photoshop, Illustrator, Canva Pro.**

### LIZZY STUDIO - ITALY

Designed logo and business card for an Italian client, starting her massage studio in Italy.

**TOOLS: Photoshop, Illustrator, Canva Pro.**

### CHRISTINE'S CRYSTAL - UK

Designed a logo and website graphics for a crystal selling company in United Kingdom, Christine's Crystals.

**TOOLS: Photoshop, Illustrator.**

### KONTAR TRAINING CENTER - U.A.E

Designed Course Pamphlets and Business Cards for a Beauty Training Company, in Dubai.

**TOOLS: Photoshop, Canva Pro.**

### TRENDY HEAVEN - U.K

Designed infographics for their Amazon Listing Products for my UK clients, resulting in higher clicks and sales.

**TOOLS: Photoshop, Canva Pro.**

## INDIVIDUAL PROJECTS (WORDPRESS)

### MUGEGAWA SEIKO

Designed and developed a website for a Japan client, for their companies. The website has linked their multiple companies together in one, and has many variations of menus. Worked on its responsiveness and graphics, as per the vision of the owner.

**TOOLS: Elementor, Cpanel, Essential Addons, Envato, MetForms.**

### FOUFOU PUPPIES - U.A.E

<https://foufoupuppies.ae/>

Designed and developed a website for first Luxury store for Pets in the world. Worked on its graphics, responsive and luxury design, as per the vision of the owners.

**TOOLS: Elementor Pro, Yoast, Cpanel.**

### ACCORDING TO MODISHYE

<https://www.accordingtomodishyeblog.com/>

Designed and developed an Ecommerce and blogs website on WordPress with Stripe Gateway, PayPal, Apple Pay and Google Pay, that helps in the pursuit of education and personal growth in the USA. Also did its SEO for better ranking on the Google.

**TOOLS: Divi, Photoshop, Yoast SEO, WooCommerce.**

### COVERBAE - UAE

<https://coverbae.com/>

Designed and developed an e-commerce website on WordPress that sells iPhone cover in UAE with PayPal Gateway. Provided Hosting help and after services.

**TOOLS: Elementor, CSS, Woocommerce, PayPal, Cpanel.**

### SPL FITNESS - INDIA

<https://splfitness.com/>

Designed and developed a website on WordPress with Razorpay Gateway, for a GYM based in Bangalore. Worked on its custom forms and graphics.

**TOOLS: Elementor, CSS, Woocommerce, Cpanel, Razorpay.**

### HOMEKITCHEN - UAE

<https://homeekitchen.com/>

Designed and developed an e-commerce website on WordPress that sells home and kitchen appliances in the UAE. Worked on its graphics and provided hosting help and after services.

**TOOLS: Elementor, CSS, Woocommerce, Cpanel.**

## AMAZON FBA LISTING

Researched about product that will sell well on Amazon and wrote SEO content of Amazon Products for UK and US Clients. Found ranking competition keywords for the products. Also played and managed ads to show the on page 1. Tried different strategies to increase sales and impressions of the product.

**TOOLS: Amazon, Amazon Seller Central, Jungle Scout, Alibaba, Helium.**