FAIZ NASEEM

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SUMMARY

Skilled and detail-oriented WordPress Developer with 4+ years of experience in designing, developing, and maintaining responsive websites and custom themes/plugins. Proficient in PHP, HTML, CSS, JavaScript, and MySQL, with expertise in optimizing website performance, SEO integration, and cross-browser compatibility. Strong knowledge of WordPress core, hooks, APIs, and page builders like Elementor or WPBakery. Adept at translating client requirements into scalable, user-friendly digital solutions.

WORK EXPERIENCE

Sr. WordPress Developer - NODLAYS

March 2020 - Present

Key Responsibilities & Achievements:

- Develop custom WordPress themes and plugins using PHP, HTML, CSS, and JavaScript.
- Maintain and optimize existing websites for speed, SEO, and cross-device compatibility.
- Integrate third-party APIs and tools for enhanced site functionality.
- Collaborate with designers and content teams to implement responsive, user-friendly UI/UX.
- Troubleshoot and resolve website issues, bugs, and performance bottlenecks.
- Manage version control using Git and ensure secure, scalable code deployment.

WordPress Developer - Petromin Express (Remote)

June 2023 - Present

Website & Server Management | Custom Module Integration | Marketing Automation

Key Responsibilities & Achievements:

- Maintained and optimized the WordPress website hosted on a **dedicated server**, ensuring high uptime, security, and performance.
- Performed **regular server maintenance** and implemented **automated backup solutions** for disaster recovery readiness.
- Integrated **Contact Form 7 with Google Sheets**, enabling real-time form data tracking and streamlined lead management.
- Implemented **UTM parameter tracking** within forms to capture marketing campaign data for accurate source attribution.
- Developed a **promocode display module**, generating and showing unique promotional codes to each user for personalized offers.
- Integrated **Gupshup WhatsApp API** to send automated WhatsApp notifications when users submit service request forms.
- Added **Looker Studio (formerly Google Data Studio)** for dynamic reporting dashboards and performance monitoring.
- Integrated **Hotjar** for real-time visitor behavior analytics, enhancing UX insights and conversion optimization.

EDUCATION

Bachelor of Software Engineering **Jan 2015 - Feb 2019**
University of South Asia, Lahore
- FYP is in Digital Trash/Scrap Collector Web/Mobile App.
- Final CGPA: 3.57

PHP Certification **May 2020 - April 2021**
Al-Khawarizmi Institute of Computer Science - UET

KEY SKILLS

- Custom Theme & Plugin Development.
- WordPress Core, Hooks: Actions & Filters.
- Advanced Custom Fields (ACF).
- WooCommerce Integration & Customization.
- REST API & Third-Party API Integration.
- Performance Optimization & Caching (W3 Total Cache, WP Rocket).
- SEO Best Practices & Yoast SEO.
- WordPress Security & Hardening (Wordfence, Sucuri).
- Multilingual Support (WPML, Polylang).
- Multi-Site WordPress Installation.
- Open Graph Concept.
- Shopify Theme Customization (Liquid, JSON Templates).
- Shopify Store Creation.
- Bootstrap & Tailwind CSS.
- UI/UX Implementation from Figma/Adobe XD.
- Integration with Lightweight Lottie animations.
- Responsive Web Design & Cross-Browser Compatibility.
- Hotjar, Gupshup, Google Search Console Integration.
- Cloud, Dedicated & Shared Server Deployment.

HOBBIES

- Coding for Fun: Creating personal projects, contributing to open-source software, or exploring new programming languages and frameworks.
- Puzzle Solving: Enjoying brain teasers, logic puzzles, or Sudoku to enhance problem-solving skills and analytical thinking.
- Blogging or Technical Writing: Writing about technology trends, software development tips, or personal experiences in programming to improve communication skills and share knowledge.
- Forex Trading on MT5 & CTrader.
- Entrepreneurship Skills - Pitching Ideas.

LANGUAGES

- English
- Urdu
- Hindi
- Punjabi