

# Waseem Aijaz

WordPress Developer | SEO Expert



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## 📄 PROFILE

Highly skilled WordPress and Shopify Developer with **5+ years of experience** designing, developing, and maintaining websites using free and premium themes and plugins. Proficient in **frontend technologies** (HTML, CSS, JavaScript, jQuery, Bootstrap, Tailwind) and **backend development** (PHP, MySQL, Shopify Liquid). Experienced in creating **custom solutions using ACF and Elementor**, building **eCommerce stores, portfolios, booking websites, tool websites, and corporate sites**, and performing **SEO optimization** including on-page, off-page, technical SEO, and keyword research. Managed **400+ projects** for clients across **India, Pakistan, USA, UK, Canada, Australia, Nepal, Saudi Arabia, Bangladesh, China, Japan, and Europe**. Strong track record of delivering **high-quality, responsive, and user-friendly websites**.

## 📁 PROFESSIONAL EXPERIENCE

### Senior WordPress Developer

FP Insoles (USA) 🔗

04/2023 – 09/2025 | USA

- Managed **16+ international websites** across USA, China, UK, Europe, Japan, and Canada.
- Developed and customized **WordPress** with advanced PHP, MySQL, and Liquid coding.
- Built **responsive front-end layouts** using HTML, CSS, JavaScript, jQuery, Bootstrap, and Tailwind CSS.
- Optimized all websites for **SEO and performance**.
- Coordinated with international clients and ensured timely delivery of projects.

### WordPress Developer | SEO Expert

AIT Solutions (India) 🔗

2021 – 2025 | India

- Developed and maintained WordPress websites for corporate clients.
- Implemented **plugins, custom code, and ACF** for advanced website functionality.
- Conducted **on-page, off-page, and technical SEO** for client websites.
- Designed **banners, thumbnails, and landing pages** using Canva.

### WordPress Developer

Australia-based Company 🔗

01/2022 – 03/2023 | Australia

- Worked on multiple projects on a **monthly contract basis**.
- Developed and maintained WordPress websites according to company compliance standards.
- Managed website updates, optimization, and client communications.
- Integrated advanced **custom functionality and Elementor designs** for corporate and eCommerce projects.

## 📚 COURSES

### OMC

Future Computer College

04/2016 – 07/2016 | Pakistan Mian Channu

### Hafiz Quran

Ravi madrassa

01/2012 – 06/2015 | Pakistan, Mian Channu

## LANGUAGES

Urdu ● ● ● ● ●

English ● ● ● ● ●

## PROJECTS

### FHC 360

**FHC 360 (UK)** – Developed a responsive WordPress website for the UK-based client, implementing custom layouts, plugin integration, and SEO optimization to enhance website performance and user experience.

### WP Skillz

**WP Skillz (Pakistan)** – Personal project featuring tutorials, blogs, and online tools. Developed the website using WordPress with Elementor and custom coding, focusing on responsive design, SEO optimization, and user-friendly navigation to provide educational and practical resources.

### Nerithonx

**Nerithonx (Pakistan, KPK)** – Developed a WordPress website for a KPK-based client, implementing custom layouts, plugin integration, and responsive design. Optimized the site for SEO and user experience, ensuring smooth navigation and performance across devices.

### Pthantumansahay

**Pthantumansahay (India)** – Developed a WordPress website for an Indian client, focusing on responsive design, custom layouts, plugin integration, and SEO optimization to enhance user experience and website performance.

### QuickFix Jubail

**QuickFix Jubail (Saudi Arabia)** – Developed a WordPress website for a Saudi Arabian client, implementing custom layouts, plugin integration, and responsive design. Optimized the website for SEO and performance, ensuring smooth navigation and enhanced user experience.

### Concrete Visionary

**Concrete Visionary (USA)** – Developed a WordPress eCommerce website using WooCommerce for a USA-based client. Implemented product listings, custom layouts, responsive design, and plugin integration. Optimized the website for SEO, performance, and user experience to support online sales and customer engagement.

## EDUCATION

### MA Islamiyat,

BZU

2022 – 2024 | Multan

### BSc Double Math physics,

Bahauddin Zakariya University

2018 – 2021 | Multan

## SKILLS

### WordPress & Shopify Development

- Free & premium theme customization
- Plugin integration and custom coding
- ACF (Advanced Custom Fields) implementation
- Elementor and other page builders (Divi, WPBakery)
- WooCommerce & Shopify store setup

### SEO & Digital Marketing

- On-page, Off-page, and Technical SEO
- Keyword research (Google Keyword Planner, SEMrush, Ahrefs)
- SEO-friendly content writing and optimization
- Removing AI-generated content for originality

### Design & Content Creation

- Canva for banners, thumbnails, and graphics
- Landing page and tool website design
- Blog & tutorial layout design

### Project & Client Management

- Freelance & monthly contract experience
- Global client handling (India, Pakistan, USA, UK, Canada, Australia, Nepal, Saudi Arabia, Bangladesh, Europe)
- Timely project delivery and client communication

### Frontend Development

- HTML, CSS, JavaScript, jQuery
- Bootstrap & Tailwind CSS
- Responsive and mobile-first design
- Custom layouts and animations

### Backend Development

- PHP and MySQL
- Custom post types and plugin development
- WooCommerce & Shopify backend customization