

# WASEEM AHMAD

WORDPRESS DEVELOPER | TECHNICAL SEO | WEB PERFORMANCE SPECIALIST

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## PROFESSIONAL SUMMARY

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WordPress Developer with hands-on experience in custom WordPress and WooCommerce development, Technical SEO, Core Web Vitals, website speed optimization, Cloudflare, security hardening, REST API integration, React.js frontend integration, AI workflow automation, and Ubuntu VPS server administration. Skilled in website migrations, troubleshooting, performance audits, SEO implementation, and building custom WordPress optimization solutions that improve site speed, rankings, and reliability.

## CORE SKILLS

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- WordPress Development
- Elementor Pro
- Website Speed Optimization
- Technical SEO
- REST API Integration
- Website Migration
- Performance Engineering
- React.js Frontend Integration
- WooCommerce Development
- Core Web Vitals Optimization
- Cloudflare CDN & Security
- Website Security & Malware Removal
- Bug Fixing & Troubleshooting
- Canonical & Redirect Management
- Backup & Recovery
- Robots.txt & XML Sitemaps

## PROFESSIONAL EXPERIENCE

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### WordPress Developer / Technical SEO & Performance Specialist

*Project-Based*

*Portfolio & Freelance Experience*

- Developed and optimized custom WordPress and WooCommerce websites, including custom functionality, templates, and plugins.
- Performed Technical SEO, crawl budget optimization, canonical and redirect management, robots.txt and XML sitemap optimization.
- Improved Core Web Vitals and website performance through image optimization, CSS/JavaScript optimization, caching, lazy loading, and render-blocking resource reduction.
- Configured and troubleshooted Cloudflare, Nginx, Ubuntu VPS, and PM2 environments, including migrations, deployments, backups, and recovery.
- Integrated REST APIs and React.js frontends; contributed to AI-powered SEO workflow automation involving keyword suggestions, topic selection, and cluster topics.
- Performed website security hardening and malware cleanup, and delivered WooCommerce checkout, shipping, and performance improvements.

### Computer Operator / Computer Technician

*May 2017 – June 2025*

*Prevention and Control of NCDs, Health & Population Department, Government of the Punjab*

- Managed MS Word and Excel tasks, documentation, data handling, and diary and dispatch activities.
- Performed Windows and software installation, system support, and routine computer troubleshooting.
- Created and managed graphic design materials using Adobe Photoshop.
- Prepared and supported social media postings and day-to-day digital office operations.

### Web Designer

*January 2015 – March 2017*

*Total Software Services (Pvt. Ltd.), Arfa Software Technology Park, Lahore*

- Designed and developed websites using WordPress, Joomla, OpenCart, and Magento.
- Implemented SEO management and online social media marketing activities.
- Supported website content, layout, and frontend development tasks.

- Worked with HTML, CSS, and open-source web technologies.

## SELECTED PROJECTS

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**Upsleeve.ae:** Core Web Vitals, Cloudflare caching, crawl budget, robots.txt, XML sitemap, redirects, and Technical SEO optimization.

**SuperCloneWatches.com:** WooCommerce archive optimization, pagination SEO, canonical URLs, redirects, Nginx, JavaScript/CSS optimization, security, and Core Web Vitals.

**SEO AI Automation Platform:** React frontend, REST APIs, topic selection, keyword suggestions, cluster topics, intelligence scan, GitHub workflow, Ubuntu VPS, Nginx, and PM2 deployment.

**Total Core Vitals Plugin:** Custom WordPress optimization plugin featuring Script Manager, Delay JavaScript Engine, CSS/JS analysis, Cache Manager, database cleanup, lazy loading, safe mode recovery, and WooCommerce optimization.

**BellaFoods.pk:** WooCommerce checkout and shipping logic, security, malware cleanup, and performance improvements.

**PukaarPakistan.com:** Blog news portal maintenance, custom widgets, SEO, performance, and security improvements.

**PrestigeWatches.co:** WooCommerce and Elementor customization, security, SEO, and performance optimization.

**BayanBranding.com:** Frontend optimization, Technical SEO, and Core Web Vitals improvements.

**Klass.pk:** Responsive business website development with SEO best practices.

**ReonHost.com:** WHMCS configuration, SSL, hosting APIs, and server security.

**SehatSathi.pk:** UI, performance, and website optimization.

## EDUCATION

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**BSc, Computer Sciences** | Virtual University of Pakistan 2019

**DAE, Computer Information Technology** | Punjab Board of Technical Education 2013

**Matriculation (Math, Physics, Chemistry, Biology)** | B.I.S.E. Lahore 2009

## ADDITIONAL TRAINING

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- 4-Month Diploma in Web Designing & Development — TRICON College of IT, Township, Lahore.
- 8-Month Diploma in AutoCAD — Vocational Training Institute, Green Town, Lahore.

## TECHNICAL TOOLS & TECHNOLOGIES

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HTML, CSS, WordPress, WooCommerce, Joomla, OpenCart, Magento, Elementor Pro, React.js, REST APIs, Cloudflare, Adobe Photoshop, Adobe Dreamweaver, MS Word, MS Excel.

## PROFESSIONAL TRAITS

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Detail-oriented, organized, and analytical professional with strong problem-solving skills, resourcefulness, multitasking ability, reliability, ethical work practices, a positive attitude, and a continuous willingness to learn.