

CONTACT

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LINKEDIN
linkedin.com/in/waqar-ahmad-developer

WEBSITE
waqar.website

LOCATION
Gulberg III, Lahore, Pakistan

SKILLS

CMS & eCommerce
WordPress, WooCommerce, Shopify

Page Builders
Elementor Pro, Bricks, Divi, WPBakery, Breakdance, Brizy, Oxygen, Gutenberg

Development
Custom Themes & Plugins, ACF, CPTs, REST APIs, PHP, Laravel, MySQL, JavaScript, HTML5, CSS3, Bootstrap

WooCommerce
Stripe, PayPal, Mollie, Subscriptions, Bookings, Marketplaces, Custom Checkout

Advanced Builds
Membership, LMS, Client Portals, WPML & Multisite

Performance & SEO
PageSpeed 90+, Core Web Vitals, CDN & Caching, Rank Math, Yoast, Technical SEO

Security & Maintenance
Malware Removal, Hacked Site Recovery, Migrations, Staging, Backups, Firewalls

Design
Figma / PSD / XD to WordPress, Graphic Design

EDUCATION

BS Information Technology
University of Sargodha · 2018 – 2022

CERTIFICATIONS

WordPress Developer
DigiSkills · May 2020

SEO Expert
DigiSkills · May 2020

LANGUAGES

English (Fluent) · Urdu (Fluent) · Punjabi (Conversational)

WAQAR AHMAD

FULL-STACK WORDPRESS DEVELOPER · ELEMENTOR · WOOCOMMERCE

PROFESSIONAL SUMMARY

Full-Stack WordPress Developer with 4+ years of experience, including 2+ years of freelancing for international clients, designing and building fast, high-performing websites from the ground up. I turn a blank page or a Figma/PSD design into a polished, fully functional site, and I also handle the backend engineering, performance and security work that keeps it running after launch. My work covers custom themes and plugins, WooCommerce stores, membership and LMS platforms, multilingual sites, PageSpeed 90+ optimization and hacked-site recovery, with clear communication and long-term support.

PROFESSIONAL EXPERIENCE

Freelance Full-Stack WordPress Developer
Self-Employed (Remote) | Sep 2024 – Present (2+ years)

- Delivered 35+ client projects for businesses in the UK, US, Australia and the Middle East.
- Build new WordPress websites from scratch and convert Figma/PSD designs with Elementor Pro and custom code.
- Set up WooCommerce stores, payment gateways, shipping and tax, and custom checkout flows.
- Optimize speed and Core Web Vitals, fix layout bugs and critical errors, and recover hacked sites.
- Provide long-term website management and maintenance for healthcare and business clients.

Senior WordPress & Laravel Developer
Appex Fusion | Sep 2023 – Aug 2024

- Built custom WordPress themes, plugins and Laravel applications for client projects.
- Developed dynamic content with ACF and custom post types, and integrated third-party APIs.
- Handled migrations, redesigns and ongoing maintenance with secure, scalable code.

Full Stack Developer
Upgenics International | Jan 2023 – Aug 2023

- Built front-end and back-end features using PHP, MySQL, JavaScript and WordPress.
- Developed membership features, WooCommerce functionality and automated alert systems.

Web Developer
Omni Cloud Solutions | Oct 2022 – Dec 2022

- Developed and maintained responsive company websites and product pages.

Graphic Designer & SEO Support
Alpha Digitizer

- Designed logos, banners, web layouts and marketing graphics aligned with each brand's identity.
- Optimized meta titles, descriptions and headings, and assisted with keyword research and site audits to grow organic traffic.

INDUSTRIES SERVED

eCommerce & Retail · Medical & Healthcare · Real Estate · Publishing · Finance & Fintech · Education · Legal & Law · Automotive · Consulting · Construction · Travel · Agency & Marketing

CLIENT TESTIMONIAL

> *"I had a list of bugs and customizations piling up across my sites, and Waqar took care of everything faster than I expected. He worked on my WordPress designs, fixed stubborn CSS issues, improved multilingual functionality, and tackled backend problems like a pro. Super reliable and a true expert at what he does."*
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> **Inbal B. · Client · Apr 2025**

SELECTED PROJECTS

- mentalrise.net
- taxsavers.com.au
- bopackaging.co.uk
- mycaribbtech.com
- sonpmc.com
- thewebbuilders.net
- vertexnewswire.com
- prestonabogados.com
- idhaclinic.com
- omnicloudsolutions.com
- quranclass.com
- zyphersofts.com
- shophubmarket.com
- custompackaginghouse.com
- mortgagesolutions1.co.uk
- chikobihealth.com
- ablesterlinggroup.com
- boxlark.com
- digioxer.com
- ibexpackaging.com
- thepackagingbase.com
- delitepackaging.com
- erasmus.sa
- j-bbuilders.com