

MUHAMMAD SAQIB

Senior WordPress Developer | WooCommerce & SEO Specialist

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PROFILE

Results-driven Senior WordPress Developer with 3+ years of hands-on experience designing, building, and optimizing high-performance, search-friendly websites for clients across eCommerce, health, wellness, and technology sectors. Specialized in custom WordPress theme and plugin development, WooCommerce store configuration, Elementor-based builds, and on-page/technical SEO, with a proven track record of delivering fast, secure, and scalable digital solutions that rank and convert.

Experienced working in fully remote, international environments, having contributed to projects for UK-based clients at WezSol Ltd. Adept at translating complex business requirements into intuitive, maintainable, and SEO-optimized code while maintaining clear communication with designers, project managers, and stakeholders.

PROFESSIONAL EXPERIENCE

Senior WordPress Developer **March 2025 – Present**

Pixelscape • Lahore, Pakistan (Remote)

- Architect and develop bespoke WordPress websites from concept to deployment, leveraging Elementor Pro and custom PHP for pixel-perfect, performance-optimized builds.
- Engineer custom plugins and child themes to deliver unique functionality beyond standard WordPress capabilities.
- Lead on-page and technical SEO strategy for client sites, including keyword-driven content structuring, schema markup, XML sitemaps, and internal linking to improve organic visibility and rankings.
- Conduct Core Web Vitals and SEO audits, implementing targeted optimizations that improve LCP, FID, and CLS scores alongside crawlability and indexation.
- Integrate third-party APIs including payment gateways, CRM platforms, and booking systems to automate client workflows.
- Collaborate with UX designers and project managers to ensure timely, on-budget delivery of complex, SEO-ready, multi-page sites.
- Perform ongoing site maintenance, security hardening, and hosting migrations across cPanel and Cloudways environments.

WordPress Developer **September 2023 – February 2025**

WezSol Ltd • UK-Based (Remote)

- Developed and maintained full-featured WordPress and WooCommerce websites for UK clients spanning eCommerce, health, and tech sectors.
- Built high-converting landing pages, product pages, and appointment booking systems tailored to each client's brand and goals.
- Integrated REST APIs, payment gateways (Stripe, PayPal), and CRM tools to create seamless back-end workflows.
- Optimized site performance and SEO compliance, applying caching strategies, CDN configuration, and schema markup.
- Managed site migrations and deployments across multiple hosting environments with zero downtime.
- Delivered Shopify store setups and theme customizations at a foundational level for select clients requiring a Shopify solution.
- Coordinated directly with UK-based clients and cross-functional teams via Slack and Trello in a fully remote setting.

Junior WordPress Developer **March 2023 – August 2023**

Vicky Solutions • Lahore, Pakistan (On-site)

- Built responsive WordPress websites using Elementor and pre-built themes, customized to client specifications.
- Developed and configured WooCommerce stores, including product listings, payment setup, and shipping rules.
- Applied on-page SEO best practices and basic schema markup to improve search engine visibility.
- Maintained client websites, resolved bugs, and performed regular plugin and theme updates.
- Gained foundational experience in custom post types, taxonomies, and WordPress Multisite configurations.

SKILLS

WordPress Development: Custom theme & plugin development, WooCommerce, Multisite, Custom Post Types & Taxonomies

SEO & Growth: On-page & technical SEO, keyword research, schema markup, Core Web Vitals, site speed & crawlability optimization

API Integrations: REST APIs, payment gateways (Stripe, PayPal), CRM integrations

eCommerce: WooCommerce (primary), Shopify, theme customization & basic store setup

Security: Security hardening, SSL, firewall plugins

Front-End: HTML5, CSS3, JavaScript (jQuery), responsive & mobile-first design

Back-End: PHP, MySQL, cPanel, Cloudways, WHM

Tools & Collaboration: Git, Slack, Trello, Teams

EDUCATION

Bachelor of Science in Computer Science (BSCS)Completed: 2023

Virtual University of Pakistan

ACTIVITIES & INTERESTS

Theater & Performing Arts · Environmental Conservation · Hiking & Outdoor Travel