MIRZA AHTSHAM

Web Developer | WordPress & Elementor Expert | Technical SEO

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— SCAN ME —

SUMMARY

Experienced Web Developer with 8+ years of hands-on experience in WordPress development using Elementor Pro, WooCommerce, and SEO tools. Skilled in creating responsive websites, optimizing site performance, handling cPanel and hosting environments, and integrating digital tools like GA4, Meta Pixel, and WhatsApp chat. Strong background in website migration, speed optimization (WP Rocket), and graphic design. Currently seeking a full-time opportunity in Dubai to contribute my technical and creative skills to a growing company.

CORE SKILLS

- **Website Development:** WordPress, Elementor Pro, WooCommerce, Shopify, WP Bakery Page Builder
- **Optimization & SEO:** WP Rocket, Accelerator, All in One SEO, Rank Math SEO, Yoast SEO, PageSpeed Optimization
- **Design & Frontend:** HTML5, CSS3, JavaScript, Responsive Design, UI/UX Implementation
- **Integrations:** Meta Pixel, GA4, WhatsApp Chat, Zoho Chatbot, Reviews.io, YITH Product Variations
- **Hosting & Domain Management:** cPanel, SSL, VPS, Hosting Migration (Bluehost, Namecheap, SiteGround, Hostinger, GoDaddy)
- **Other Skills:** Landing Page Design, Custom Navigation, Image Optimization, Email Migration, Multilingual & Multi-currency Setup, Payment Integration,

WORK EXPERIENCE

Sr Web Designer & Developer at Medmax Technologies – Lahore, Pakistan
Jan 2023 - Present

- Designed, developed, and managed responsive WordPress and Shopify websites from scratch using Elementor Pro, WooCommerce, and premium themes.
- Built eCommerce functionality with advanced variations, shipping logic, payment integrations, and SEO-optimized structures.
- Implemented site optimization strategies using WP Rocket, Accelerator, image compression, and All in One SEO / Rank Math SEO.
- Handled domain management, hosting migrations (Bluehost to VPS), cPanel tasks, SSL, and backup configuration (UpdraftPlus).
- Integrated marketing and analytics tools including Meta Pixel, GA4, WhatsApp Chat, Zoho Chatbot, and Reviews.io.
- Collaborated with UI/UX and SEO teams to revamp websites for better performance and rankings.
- Ensured full mobile responsiveness across all device sizes, including specific optimization for iPhones.
- Created custom landing pages, sticky headers, and dynamic content sections to meet unique client demands.

Key Projects:

- **medmaxtechnologies.com / medmaxtechnologiesllc.com** – Full site from scratch, Elementor customization, hosting migration, speed optimized (<3s), SEO setup.
- **medmaxrcm.com** – Full redesign, mobile-first SEO updates, Elementor Pro, custom landing pages, speed optimized (<2s).
- **smagtechnologies.com** – WordPress site built using WP Bakery, SEO setup, fully mobile responsive.
- **seedgoc.com** – Portfolio-style site for gemstone mining; Elementor Pro, sticky menu, custom visuals.
- **jrdallaswealth.com / jrprivatecreditfund.com** – Two full custom financial sites, iPhone-optimized, fast performance.

- **customkiltstore.com** – WooCommerce store, 50+ variations using YITH plugin, Elementor Pro, mobile-optimized, SEO-ready.
- **theleatherjacketcompany.com** – Shopify store with 100+ products, visual size charts, country-based **domains (.us/.uk/.de)**, multilingual and pricing logic, chatbot and review system integrated.
- lashtheticsclinic.com – Simple Coming Soon page with brand visuals and social integration.

Senior Web Designer & Developer YA Tech Sol – Pakistan
2023 – 2024

- Developed and optimized WordPress & WooCommerce websites using Elementor Pro and premium themes.
- Created custom sections, landing pages, and responsive layouts.

Key Projects:
- **wedezign.com.pk –** Real estate site.
- **vellumvogue.com –** WooCommerce fashion store.
- **novellodiamonds.com –** WooCommerce diamond store, custom mega menu.
- **ovanidiamonds.com –** Affiliate diamond site, Elementor Pro customization.
- **vigilink.co.uk –** Electronic devices store landing pages.
- **smnlogistics.com –** Digital marketing company site, custom landing pages, hosting migration.

Senior Web Designer & Developer Funpacktravels – Pakistan
2020 – 2023

Key Projects:
- **funpacktravels.com –** Travel agency website.
- **barterupnow.com –** Experimental project, rebuilt from WP Bakery to Elementor.
- **econimes.com –** Garments industry showcase site, one-pager with custom landing pages.
- **tradebridgeint.com –** Company brand and process showcase site, Elementor Pro.

Junior Web Developer & Digital Marketing Expert Aljaa – Your Digital Marketing Partner
2018 – 2019

Key Projects:
- **topkilt.com –** E-commerce store with photo gallery and coupon codes.
- **kilts.me –** E-commerce store with video gallery.
- **blog.scottishkiltshop.com –** Added 9 SEO-optimized blog posts.
- **scottishkiltshop.com –** Product updates, new images, discount coupons.

FREELANCE PROJECTS
(Multiple Clients – 2017 to Present)

- **kiltmaster.com (2017) –** Listed new products on Magento, performed on-page and off-page SEO, created backlinks to rank target pages on Google 1st page.
- **scissorscraft.co.uk (2017) –** Similar project: Magento product listings, on-page/off-page SEO, backlink building for SEO rankings.
- **northgateways.com (Mar – Apr 2018) –** Travel agency website; structured categories for countries, cities, cars, and tours; created landing pages.
- **kmwcontent.com/portfolio (2019) –** Built a portfolio section in WordPress using pages and parent pages; trained client to manage content updates.
- **bestaxca.com (2024) –** Revamped site UI; fixed form, animation, and responsive issues.
- **wideripples.com (2024) –** Fixed responsiveness issues and created custom Elementor elements.
- **gulmerixsolutions.com (May 2024) –** Built digital agency site with Elementor; created contact forms, custom sections, and pages.
- **tiputakeaway.com (Nov 2024) –** Fast food delivery website; integrated manual order handling with JazzCash QR payment confirmation.

EDUCATION

- **DAE in Mechanical –** Government College of Technology, Qasim Pura, Multan
- **Matriculation –** Shaher Sultan (Grade A)

CERTIFICATIONS

- **Google My Business** (2018 – Lifetime Validity)
- **Google Analytics** (2018 – Expired)
- Various **Udemy**, **DigiSkills**, and **LinkedIn Learning courses** in SEO, Web Development, and Graphic Design
- Self-learning from **Moz**, **SEMrush**, **SEO Engine blogs**, and industry articles