UJALA SHABBIR

Senior WordPress Developer & SEO Strategist

Islamabad, Pakistan | +92 330-5380981 | ujalashabbir2026@gmail.com

PROFESSIONAL SUMMARY

Senior WordPress Developer and SEO Strategist with 8+ years of experience building custom WordPress solutions for clients across Pakistan, the USA, UK, France, Australia, Canada, and the Netherlands. Skilled in custom theme and plugin development, WooCommerce e-commerce, PHP, technical SEO, and multilingual site development. Founder and lead of a digital agency managing a team of developers, designers, and marketers, with 60+ websites delivered across 10+ countries. IEEE-published researcher with a B.Sc. in Software Engineering.

CORE SKILLS

- WordPress: Custom theme development, custom plugin development, WooCommerce/e-commerce, dynamic forms and booking systems, performance and speed optimization, WordPress Multisite
- Development: PHP (Advanced), HTML5, CSS3, JavaScript, responsive and mobile-first design, REST API integration, Git/version control, hosting and cPanel administration
- SEO & Digital: Technical SEO strategy, Google Analytics 4, Google Tag Manager, Google Search Console, multilingual site development, graphic design (Adobe/Canva)
- Leadership: Team leadership, project management, client account management

PROFESSIONAL EXPERIENCE

Senior WordPress Developer & SEO Strategist — EconoWebDesign

Remote | 2024 – Present

- Provide ongoing remote WordPress development and SEO strategy services for a web design company
- Build and maintain client websites with custom theme development, plugin customization, and WooCommerce solutions
- Conduct full technical SEO audits, including on-page optimization, Google Search Console monitoring, crawl error fixes, and structured data implementation
- Integrate Google Analytics 4 and Tag Manager for client tracking and performance reporting
- Deliver responsive, mobile-first web solutions optimized for performance and search rankings

Senior WordPress Developer & Agency Lead — Growlizer (Digital Agency)

Islamabad, Pakistan | 2024 – Present

- Lead a team of developers and designers, managing client projects from scoping to delivery
- Develop custom WordPress themes, plugins, and WooCommerce e-commerce solutions for international clients
- Oversee project timelines, client communication, and quality assurance across all active projects
- Handle technical SEO, hosting setup, domain configuration, and ongoing site maintenance for retained clients

Senior WordPress Developer — Exling Society

Greece — Remote | 2022 – 2024

- Built and maintained the full website for an international linguistics research organization
- Implemented custom PHP solutions, advanced WordPress configurations, and technical SEO improvements
- Integrated Google Analytics and managed ongoing remote support, security updates, and feature rollouts

WordPress Developer — RIVTEK LLC

Lahore, Pakistan | 2020 – 2022

- Delivered complete WordPress development cycles — architecture, custom development, and deployment
- Wrote custom PHP to extend functionality, reducing plugin reliance and improving page load speed
- Managed hosting, DNS, SSL, email, and cPanel administration for multiple client sites

WordPress Developer — Fast Multi Solutions

Lahore, Pakistan | 2018 – 2020

- Developed and maintained WordPress sites for multi-industry clients with full post-launch support
- Implemented technical SEO, speed optimizations, and Google Analytics integration for clients
- Translated design mockups into responsive, cross-browser-compatible WordPress themes

.NET Developer — PTCL Headquarters

Islamabad, Pakistan | 2016 – 2017

- Worked within enterprise IT infrastructure at Pakistan's national telecom, building .NET applications

SELECTED PROJECTS

- mjqueenfashion.com — Custom WooCommerce online clothing store with advanced filtering
- visiongreen.com.au — Solar & energy B2B e-commerce site (Australia)
- welbiltlogistics.co.uk — Logistics booking site (UK) with custom booking flow
- holistic-vita.com — Healthcare site with booking system and appointment plugin
- maryseracinecoiffure.com — Salon booking site (France)
- jacad.ca — Academy/educational site (Canada)
- 30+ additional logistics, dispatch, and corporate sites delivered for US & UK clients (2018–2023)

EDUCATION & CERTIFICATIONS

- B.Sc. Software Engineering — Fatima Jinnah Women University, Rawalpindi (2015, A Grade)
- WordPress Diploma — Virtual University of Pakistan (2020)
- Graphic Design Diploma — Virtual University of Pakistan (2020)
- IEEE Published Researcher — 2 international research publications (2014 & 2015)