

MUHAMMAD YOUNUS

WORDPRESS DEVELOPER

SKILLS

Proficiency in Core WordPress

PHP, HTML, CSS, and JavaScript

Experience with Popular Page Builders

Problem-solving and Debugging Skills

EDUCATION

Bachelor of Science - BS

Karachi University

2018 - 2022

BS in Computer Science, proficient in web development and programming principles.

Software Engineering - Certification

Aptech - Computer Education

2015 - 2018

Completed Higher Diploma in Software Engineering (HDSE) from Aptech, with expertise in software development principles and technologies.

LANGUAGES

English 

Urdu 

TOOLS

WORDPRESS / ELEMENTOR / DIVI /
WOOCOMMERCE

ADOBE PHOTOSHOP / CANVA

SEMrush / Rank Math / Page speed /
GTmetrix

PROFILE

With over six years of hands-on experience in WordPress development, I've honed my skills in creating, customizing, and maintaining a diverse range of websites. From small business sites and personal blogs to large-scale e-commerce platforms and membership sites, I've tackled a wide array of projects, each presenting unique challenges and opportunities for growth. My experience has equipped me with a deep understanding of WordPress's intricacies, allowing me to deliver efficient, effective, and elegant solutions that cater to the specific needs of each client. I am confident in my ability to leverage my expertise to transform your vision into a fully functional, high-performing WordPress website.

WORK EXPERIENCE

Senior WordPress Developer | Woocommerce Developer

Web Works Digital Marketing

2021 - Present

- **Architected and Developed Customized WooCommerce Stores:** Led the design and development of complex, customized WooCommerce stores with a focus on scalability, performance, and user-centric design. This strategic approach drove significant sales and revenue growth for clients.
- **Implemented SEO Strategies:** Spearheaded the integration of on-page and technical SEO strategies throughout the WordPress development lifecycle, ensuring optimal website visibility and organic traffic generation.
- **Managed Cross-Functional Teams:** Effectively managed cross-functional teams, providing clear communication, overseeing project timelines, and ensuring all deliverables exceeded client expectations and were aligned with business objectives.
- **Conducted SEO Audits:** Performed comprehensive SEO audits to identify and rectify technical issues impacting website performance and search engine rankings.
- **Utilized Google Analytics and Search Console:** Leveraged data from Google Analytics and Search Console to monitor website traffic, user behavior, and keyword performance, informing data-driven decision-making for continuous website improvement.
- **Optimized WordPress Websites:** Optimized WordPress websites for speed and performance, utilizing techniques such as caching, image optimization, and code minification to enhance user experience and improve conversion rates.
- **Provided Technical Support:** Provided technical support and troubleshooting for website issues, ensuring seamless functionality and minimal downtime for client websites.
- **Collaborated with Clients:** Collaborated closely with clients to gather requirements, present design concepts, and deliver customized WordPress solutions that exceeded their expectations.
- **Stayed Current with Industry Trends:** Maintained up-to-date knowledge of the latest WordPress trends, technologies, and SEO best practices to ensure the delivery of cutting-edge digital marketing solutions.
- **Conducted Competitor Analysis and Market Research:** Conducted comprehensive competitor analysis and market research to identify industry trends and inform strategic website development decisions.
- **Integrated Third-Party APIs:** Integrated various third-party APIs and tools into WordPress websites, such as payment gateways, email marketing platforms, and CRM systems, to enhance functionality and streamline business processes.
- **Deployed and Maintained WordPress Websites:** Deployed and maintained WordPress websites on various hosting platforms, ensuring optimal performance, security, and uptime for clients.

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DEAR HIRING MANAGER,

I am writing to express my interest in the WordPress Developer position that you have advertised. My name is Muhammad Younus, and I am a seasoned WordPress Developer with over 6 years of experience specializing in WooCommerce and Technical SEO. I have developed more than 1000 websites, each tailored to meet unique business needs and drive growth.

My expertise lies in architecting and developing complex, customized WooCommerce stores. I focus on scalability, performance, and user-centric design, which has consistently driven sales and revenue growth for my clients. I have a proven track record of implementing effective on-page and technical SEO strategies throughout the WordPress development process, ensuring optimal website visibility and organic traffic generation.

I have managed cross-functional teams, overseeing project timelines, and ensuring all deliverables exceed client expectations and align with business objectives. I have also conducted comprehensive SEO audits and utilized Google Analytics and Search Console data to inform data-driven decision-making for continuous website improvement.

In addition to optimizing WordPress websites for speed and performance, I have integrated various third-party APIs and tools into WordPress websites to enhance functionality and streamline business processes. I have also trained and mentored junior developers on WordPress development best practices, code standards, and project management methodologies.

I am confident that my skills and experiences make me a strong candidate for this position. I am excited about the opportunity to bring my unique blend of skills and experience to your team and believe that I could contribute significantly to your company's growth and success.

Thank you for considering my application. I look forward to the possibility of discussing this exciting opportunity with you.

SINCERELY,



MUHAMMAD YOUNUS
