

# ALI SHABAB

## WEB DEVELOPER

Rawalpindi Pakistan (46222) | alishabab072@gmail.com | +92 318 9305684

Experienced web designer passionate about web aesthetics and user experience, skilled in WordPress, HTML, CSS, and SEO. Seeking a mid-level position to collaborate with innovative teams and craft impactful digital solutions that captivate audiences and drive client success. Eager to contribute creativity and technical expertise to elevate web experiences.

### RECENT PROJECTS

Evisacompany.com

Out of this world

Crypto Ads

Boostadagency.com

Boost Buyer

EnCrypto Agency

### PROFESSIONAL EXPERIENCE

#### WordPress & SEO Expert, Boost Tech Agency

Nov 2024 - Present

- Developed and maintained custom WordPress websites, including theme/plugin creation, API integration, and responsive UI enhancements to meet diverse client needs.
- Executed SEO strategies such as keyword research, on-page optimization, and backlink audits; analyzed performance via Google Analytics and Search Console to boost organic traffic.
- Managed full-cycle technical recruitment, sourced and evaluated candidates, conducted technical interviews, and coordinated with development teams to ensure quality hiring.

#### Web Developer, Freelancing

Sep 2023 - Present

- Developed SEO-friendly WordPress websites utilizing HTML, CSS, and JavaScript, creating clean, well-structured code and responsive designs to enhance search engine rankings.
- Executed advanced SEO strategies, including keyword research and on-page optimization, resulting in increased organic traffic and greater search engine visibility.

#### WordPress Developer, Studyin-Aus

Mar 2024 - Sep 2024

- Crafted WordPress websites with a focus on SEO, leveraging HTML, CSS, and JavaScript for structured, efficient code and mobile-friendly design that supports higher search rankings
- We conducted thorough keyword analysis and refined on-page elements, enhancing organic reach and maximizing site visibility on search engines.

#### WordPress Developer Intern, DigiCrawl

Jun 2023 - Sep 2023

- Assisted in developing SEO-optimized WordPress sites, using HTML, CSS, and JavaScript to ensure clean, responsive code and improved search rankings.
- Supported advanced SEO initiatives by conducting keyword research, optimizing content, and implementing on-page improvements to boost organic traffic and visibility.

### EDUCATION

#### DAE Electrical

Aug 2019 - Oct 2021

Govt. College of Technology, Rawalpindi

- Major in Electrical Technology.

#### WordPress Design & Development

Sep 2023 - May 2024

Govt. College of Technology, Rawalpindi

- Major in Web Design.

### SKILLS

WordPress

Responsive Design

HTML/CSS/JS

SEO

Bootstrap

Cpanel

Continuous Learning

PHP Basics

Problem-solving Abilities

Team Collaboration

MS Office