

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
<ul style="list-style-type: none">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
<ul style="list-style-type: none">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
<ul style="list-style-type: none">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 rankingsWe 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
<ul style="list-style-type: none">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 <ul style="list-style-type: none">Major in Electrical Technology.	
WordPress Design & Development	Sep 2023 - May 2024
Govt. College of Technology, Rawalpindi <ul style="list-style-type: none">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	