

FAREEHA BATOOL



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SUMMARY

I am a dedicated WordPress & Shopify Developer with hands-on experience in building, customizing, and optimizing websites. My expertise includes theme customization, plugin development, performance optimization, SEO, and API integrations. I have developed multiple e-commerce, nonprofit, and corporate websites that are responsive, user-friendly, and performance-driven.

I am passionate about creating tailored web solutions and continuously expanding my knowledge in advanced WordPress and Shopify development to deliver innovative results.

WORK EXPERIENCE

WordPress & Shopify Developer – Symtera Technologies

April 2025 – Present

- Designing and customizing WordPress & Shopify websites tailored to client needs.
- Implementing responsive and SEO-friendly layouts.
- Integrating plugins, APIs, and third-party tools to extend functionality.
- Enhancing site performance and ensuring mobile responsiveness.
- Maintaining and updating client websites with new features.

WordPress Developer, Qodix Lab

April 2024 – August 2024

- Gained hands-on experience in developing and customizing WordPress websites, focusing on theme customization and site optimization
- Worked on optimizing websites for better performance and SEO.
- Collaborated with the design team to implement responsive and user-friendly layouts.
- Currently learning PHP for advanced plugin development to enhance WordPress functionality.

WordPress and Shopify Developer- Tetrify

August 2024 – March 2025

- Designing and developing dynamic, user-friendly, and responsive websites.
- Customizing themes and integrating plugins for enhanced functionality.
- Optimizing website performance to improve speed and user experience.
- Ensuring cross-browser compatibility and mobile responsiveness.
- Collaborating with the team to deliver innovative and tailored web solutions.
- Maintaining and updating existing websites to meet client requirements

PROJECTS

Wordpress

• Hum Mashal-e-Rah Foundation

Built a donation-optimized site featuring accessible navigation, campaigns, and project showcases.
<https://humshaherah.org/>

• Vroomo Dubai (Car Rental Service)

Designed a sleek, responsive car rental platform with booking features and vehicle showcases.
<https://vroomodubai.com/>

• Taxmax Services(Consultancy Firm)

Developed a professional consultancy website with service listings, forms, and localized navigation.
<https://taxmaxservices.com.pk.com/>

Shopify

• Evea.pk (Beauty Products Store)

Developed a modern Shopify store with customized storefront, product catalog, and cart
evea.pk

• Qnaturals.pk (Organic Oils Shop)

Built and optimized an e-commerce site with organic-themed UI, product categorization, and SEO setup.

qnaturals.pk

More projects available upon request or via portfolio.

[Portfolio](#)

EDUCATION

Bachelor's in Computer Science

September 2020 - July 2024

University of Management and Technology (UMT), [Lahore]
Graduation Year: 2024

Master in Computer Science

September 2024 - Continue

University of Management and Technology (UMT), [Lahore]
Graduation Year: 2026

SKILLS

- **WordPress Development:**
Theme Customization, Plugin Development, Elementor
- **Shopify Development:**
Theme Customization, Liquid.
- **Web Technologies:**
HTML, CSS, JavaScript, PHP
- **Optimization:**
SEO, Performance Enhancement, Mobile Responsiveness
- **Tools:**
GitHub, VS Code, Figma, cPanel