

# AHZAM MAQSOOD

## Professional Web Developer & Digital Marketing Specialist

■ ahzammaqsood1@gmail.com | ■ +92 302 2967511

■ ahzammaqsood.com | ■ linkedin.com/in/ahzam-maqsood-31b97b266

■ Karachi, Pakistan | ■ GMT+5 (PKT)

### PROFESSIONAL SUMMARY

Experienced Web Developer and Digital Marketing Specialist with 5+ years of expertise in creating innovative digital solutions. Proven track record of delivering 150+ successful projects with 98% client satisfaction rate. Specialized in WordPress development, Shopify e-commerce solutions, comprehensive digital marketing strategies, and modern web technologies. Passionate about transforming business ideas into powerful digital experiences that drive growth and success.

### CORE SERVICES

WordPress Development	Custom themes, plugins, responsive design, SEO optimization
Shopify E-commerce	Online stores, payment integration, inventory management, mobile optimization
Digital Marketing	Social media management, content creation, Facebook & Google Ads campaigns
SEO Optimization	Keyword research, on-page SEO, technical audits, performance monitoring
Graphic Design	Logo design, brand identity, marketing materials, social media graphics
Content Creation	Website copywriting, blog content, AI-powered content solutions

### PROFESSIONAL EXPERIENCE

#### Senior Web Developer & Digital Marketing Specialist Freelance Consultant

January 2020 - Present (5+ Years)

- Led development of 150+ successful web projects including WordPress sites, Shopify stores, and custom applications
- Achieved 180% average increase in client online sales through strategic e-commerce solutions
- Managed comprehensive digital marketing campaigns with average 3.2x ROAS across multiple industries
- Implemented SEO strategies resulting in 300% improvement in organic traffic for client websites
- Specialized in responsive design ensuring 100% mobile compatibility across all projects
- Maintained 98% client satisfaction rate through exceptional project delivery and ongoing support

#### WordPress Developer & SEO Specialist Digital Solutions Agency

March 2018 - December 2019 (2 Years)

- Developed custom WordPress themes and plugins for diverse business requirements
- Optimized website performance achieving average 85+ PageSpeed scores
- Conducted comprehensive SEO audits and implemented technical improvements
- Collaborated with design teams to create pixel-perfect responsive websites
- Provided training and documentation for content management systems
- Supported 50+ websites with ongoing maintenance and security updates

Junior Web Developer

Tech Startup

June 2017 - February 2018 (9 Months)

- Assisted in frontend development using HTML5, CSS3, and JavaScript
- Learned modern web development frameworks and best practices
- Contributed to responsive design implementation and cross-browser compatibility
- Participated in code reviews and agile development processes
- Gained experience in version control systems and collaborative development

TECHNICAL SKILLS

Frontend Technologies	HTML5, CSS3, JavaScript, React, Bootstrap, Responsive Design
CMS & E-commerce	WordPress, Shopify, WooCommerce, Custom Theme Development
Backend Technologies	PHP, MySQL, Node.js, API Integration, Database Management
Digital Marketing	Google Ads, Facebook Ads, SEO, Analytics, Social Media Management
Design Tools	Figma, Photoshop, Illustrator, Canva, Brand Identity Design
Development Tools	Git, VS Code, Chrome DevTools, Performance Optimization

KEY ACHIEVEMENTS

- Successfully delivered 150+ web development projects with 98% client satisfaction rate
- Achieved average 180% increase in online sales for e-commerce clients
- Generated 500+ qualified leads through strategic digital marketing campaigns
- Improved website performance by 300% through SEO optimization strategies
- Built responsive websites serving 100,000+ monthly visitors across various industries
- Maintained 24/7 support availability ensuring minimal downtime for client websites
- Developed custom solutions reducing client operational costs by up to 40%

EDUCATION & CERTIFICATIONS

**Bachelor's Degree in Computer Science**  
University of Karachi, Pakistan (2015-2019)

- Professional Certifications:**
- Google Ads Certified Professional
  - Facebook Blueprint Certification
  - WordPress Developer Certification
  - Google Analytics Certified
  - Shopify Partner Certification
  - SEO Fundamentals Certification

LANGUAGES

English	Professional Working Proficiency
Urdu	Native Speaker
Hindi	Conversational