

BILAL AHMAD

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[github](#) and [Linkedin](#) Links

SUMMARY

Results-driven WordPress Developer with 2+ years of experience building and optimizing websites for businesses to succeed online. I specialize in developing responsive, SEO-friendly, and performance-optimized WordPress websites. Adept at solving technical challenges and turning complex ideas into elegant, user-centric digital experiences. Proven ability to integrate branding and marketing strategies into web development to boost visibility and engagement.

WORK EXPERIENCE

WordPress Developer

Softech Software Solutions | 2023 – Present

As a WordPress Developer, I specialize in building, optimizing, and maintaining WordPress websites to enhance online visibility and user experience. My role involves a combination of website development, SEO strategies, and digital marketing techniques to help businesses grow and establish a strong online presence.

In website development, I work on designing and customizing WordPress websites tailored to client needs. This includes selecting themes, modifying layouts, optimizing performance, and ensuring mobile responsiveness.

My Responsibilities:

[Write the names of projects here](#)

- Developed custom WordPress websites with modern UI and responsive UX design.
- Integrated WooCommerce stores, secure payment gateways, and optimized checkout experiences.
- Implemented caching and minification techniques to improve website performance by up to 40%.
- Handled website migration, domain setup, and DNS configurations.

Wordpress Intern

Fast Grow More - Certified Digital Marketing Agency | 2022 – 2023

During my internship at Fast Grow More, I gained hands-on experience in WordPress development while working in a fast-paced digital marketing environment. I contributed to building and optimizing websites that aligned with client goals and marketing strategies.

My Responsibilities:

- Assisted in designing and developing responsive WordPress websites
- Customized themes and plugins to meet project requirements
- Updated content and maintained website performance
- Implemented SEO best practices for better site visibility
- Collaborated with the marketing team to support campaign landing pages
- Learned how to troubleshoot and fix WordPress-related issues
- Ensured mobile responsiveness and cross-browser compatibility

This experience strengthened my foundation in WordPress, improved my problem-solving skills, and gave me valuable exposure to working in a professional digital agency setup.

MAJOR PROJECTS

vs Personal Projects

Select Print-website

April 2025- April 2025

I designed and developed a dynamic WooCommerce WordPress website for Select-Print, an online store specializing in high-quality digital printing products. The goal was to create a modern, user-friendly platform that simplifies the process of browsing, customizing, and ordering printing materials online.

The website features a clean, professional layout tailored to highlight Select-Print’s wide range of print services and product offerings, ensuring a seamless user experience from landing to checkout.

Features:

- Custom WooCommerce Integration for product listings, variations, and smooth online transactions
- Clean and Responsive Design optimized for all screen sizes and devices
- Product Customization Options for users to personalize their printing orders
- Fast and Intuitive Navigation with categorized products and quick links
- Order Tracking & Customer Account Area to enhance user control and satisfaction
- Contact & Quote Forms for quick communication and custom inquiries

This project demonstrates my ability to create professional and conversion-focused WooCommerce websites, with attention to both functionality and design—perfect for businesses in the digital printing industry.

Paradise Woo-Commerce Website

May 2025-May 2025

The design is built with a clean, elegant layout that highlights the organic ingredients, product benefits, and customer trust through reviews and demo visuals. Key sections include:

- Hero Banner: Eye-catching product visuals with a strong CTA
- Product Range Display: Shop section featuring all product variations
- How It Works: Step-by-step image guide for user clarity
- Featured Products: Highlighting best-selling items with WooCommerce integration
- Customer Testimonials: Authentic reviews to build credibility
- Contact Form: Simple inquiry form for user convenience
- Mobile Responsive: Fully optimized for all screen sizes
- SEO-Friendly Structure: Designed with clean code and optimized content for better search visibility

This project reflects my ability to create high-converting, visually appealing, and technically sound eCommerce websites using WordPress and WooCommerce, tailored to elevate natural beauty and wellness brands.

EDUCATION

Education on Top , After work Experience

Computer Science (CS)	2022 - Present
F.Sc – Government College Peshawar	2018 - 2020
Matriculation – The Muslim Cambridge Public School	2016 - 2018

ADDITIONAL INFORMATION

Skill can be heading ka, ap addition info zarori nade, ko achaye no language ao hobby pake wachawa

- **Technical Skills:** Project Management, Problem Solving, Figma to WordPress design, Woo-Commerce Setup, Elementor, Website Performance Optimization, and WordPress theme Customization
- **Languages:** English, Urdu, Pashto