

# Shahbaz Khan

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SUMMARY	Seasoned Web Developer with 5 years of experience in front-end and back-end development, specializing in creating engaging ecommerce websites and custom WordPress solutions. Skilled in HTML, CSS, JavaScript, WooCommerce, and SEO, with a proven track record of collaborating effectively with cross-functional teams to deliver high-quality web applications. Actively seeking a Web Developer role to leverage technical expertise and a strong foundation in computer science.	
WORK EXPERIENCE	Rankworks <i>Web Developer</i>	Pointe-Claire, QC Dec 2023 – Present
	<ul style="list-style-type: none"><li>•Develops user interfaces with HTML, CSS, and JavaScript, ensuring compatibility and responsive design across multiple browsers.</li><li>•Constructs server-side functions, integrates databases, and manages servers for interactive web applications.</li><li>•Creates user-centric ecommerce websites, utilizing platforms such as WooCommerce to establish product catalogs, shopping carts, payment systems, and order management features.</li><li>•Creates user-centric ecommerce websites, utilizing platforms such as WooCommerce and Shopify to establish product catalogs, shopping carts, payment systems, and order management features.</li><li>•Performs Shopify development and management tasks, including theme customization, app integration, product setup, and configuration.</li><li>•Implements Shopify best practices for optimizing website performance, user experience, and conversion rates.</li></ul>	
	RocketMedia360 <i>SEO Manager</i>	Montréal, QC Sep 2022 – Dec 2023
	<ul style="list-style-type: none"><li>•Formulated and implemented digital marketing strategies encompassing SEO, social media, content marketing, and paid advertising, resulting in increased brand visibility, website traffic, and conversion rates.</li></ul>	

- Managed SEO operations, including keyword research and optimization of website content, adhering to technical SEO standards to improve organic search rankings and traffic.
- Analyzed SEO performance indicators, such as keyword rankings and organic traffic, identifying opportunities for improvement and executing strategies based on data analysis to enhance conversion rates.

Z-Tech Studio Islamabad  
*Social Media Manager* 2019 – 2020

- Formulated and implemented comprehensive social media strategies to increase brand visibility and foster audience engagement on multiple channels.
- Directed the creation and curation of engaging multimedia content in line with the company's brand values, resonating with and expanding the targeted consumer base.
- Managed online presence by maintaining regular interaction with the community, ensuring timely responses, and monitoring key performance indicators to inform strategic decisions and growth initiatives.

EDS FZE Dubai  
*WordPress Developer* Jul 2017 – May 2019

- Customized WordPress themes, achieving visual appeal and functionality aligned with client specifications.
- Developed and integrated bespoke plugins to augment website capabilities, tailoring unique solutions for each project.
- Conducted maintenance and updates for WordPress sites, resolving operational issues to maintain performance and client satisfaction.

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EDUCATION	National College of Business Administration & Economics	2015
	BS, Computer Science in Social Media Marketing	
	Pakistan College of Commerce – Faisalabad	2010
	Intermediate School Education	

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CERTIFICATIONS	LinkedIn Marketing Strategy, LinkedIn	2022
	Digital Marketing	2014
	Web Development	2013

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## SKILLS

Digital Marketing • WordPress Development • Web Development • Search Engine Optimization (SEO) • Oxygen Builder • Divi Builder • Elementor Builder • HTML/CSS • JavaScript • Front-end Frameworks (e.g. • Version Control/Git • Problem Solving • React