

Farhan Zaman

WordPress Developer & Designer

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EDUCATION

Comsats University	Wah Campus
Bachelor of Science in Software Engineering	Sep. 2014 – Sep 2018
F.G Degree College for Men	Wah Cantt
Intermediate in Computer Science	Jan. 2011 – Jan 2013

EXPERIENCE

WordPress Development Team Lead Project Manager Technical Lead	Jan. 2024 – Present
Blind Makers	Queensland, Australia
<ul style="list-style-type: none">Lead and mentor a team of developers and designers, encouraging collaboration and innovation.Manage web development projects from start to finish, ensuring high quality and timely delivery.Provide technical guidance, use best practices and new technologies, and align web development strategies with company goals.	
Web/WordPress Developer & Designer SEO Specialist	Mar. 2021 – Jan 2024
Blind Makers	Queensland, Australia
<ul style="list-style-type: none">Developed and maintained websites across various platforms (WordPress, Webflow, Drupal, Wix, Squarespace, Shopify, Custom).Designed new websites and updated existing ones to meet company requirements and deadlines, ensuring modern web design and user experience standards.Oversaw SEO strategies for all websites, ensuring they followed the latest trends and performed optimally on search engines to increase visitor traffic.Integrated third-party APIs and libraries to enhance website functionality and conducted thorough testing and debugging for optimal performance.Managed website security, resolving malware attacks, and ensuring up-to-date content and graphics.Addressed technical issues related to domain registrars and hosting providers, while also contributing as a part-time content writer.	
WordPress Developer & Designer SEO Specialist Content Writer	Sep. 2019 – July 2020
High Tech Innovations, LLC	Islamabad, Pakistan
<ul style="list-style-type: none">Designed and revamped websites across various business niches, ensuring timely delivery and adherence to client requirements.Managed and updated content on both custom and CMS-based websites, ensuring all sites remain fully functional and current.	

- Proactively monitored website health, handled malware incidents, and maintained domain and DNS records for all clients and company domains.
- Implemented On-page and Off-page SEO strategies to enhance website visibility and rankings.
- Conducted comprehensive keyword research, SEO audits, and utilized analytics tools to optimize site performance and user experience, ensuring adherence to industry best practices and driving higher conversions.

WordPress Developer | WordPress Designer | SEO Specialist

Jan. 2019 – Present

Upwork.com & Fiverr.com

- Developed interactive and professional WordPress websites tailored to clients' specific needs and expectations across diverse industries, consistently meeting deadlines and receiving positive client feedback.
- Specialized in creating and enhancing websites using both custom and CMS platforms (WordPress, Webflow, Drupal, Wix, Squarespace), ensuring installation, configuration, and maintenance were executed flawlessly.
- Designed and developed responsive, user-friendly websites optimized for all devices, incorporating features like Google Analytics, Google Search Console, and Google AdWords for comprehensive performance tracking and improvement.
- Proficient in managing domain and hosting platforms such as Siteground, Bluehost, GoDaddy, WP Engine, and others, adept at resolving technical issues and optimizing website performance.
- Implemented SEO strategies including on-page, off-page, and local SEO techniques, conducting thorough keyword research and leveraging analytics tools to enhance search engine rankings and user engagement.
- Committed to staying abreast of industry trends and technologies, continually updating skills to deliver cutting-edge solutions and exceed client expectations in website development and SEO optimization.

TECHNICAL SKILLS

Proficient in WordPress installation, configuration, and maintenance.

Skilled in converting Figma or PSD designs into responsive WordPress designs.

Knowledgeable in utilizing page builders like Elementor, Divi, WPBakery, Kadence, Oxygen Builder, Thrive Architect, otjers for WordPress customization.

Familiar with WordPress security best practices and malware removal techniques.

Competent in optimizing website performance and speed using caching plugins (e.g., WP Rocket, W3 Total Cache).

Capable of integrating and customizing e-commerce solutions on WordPress (e.g., WooCommerce).

Proficient in setting up and configuring SEO plugins such as Yoast SEO, Rank Math, or All in One SEO Pack.

Skilled in troubleshooting and debugging WordPress issues, including PHP and MySQL errors.

Competent in setting up and configuring WordPress staging environments for testing and development purposes.

Experienced in implementing responsive design principles to ensure websites function flawlessly across all devices.