

Abdul Samad

Web Developer / WordPress Specialist

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SUMMARY

A seasoned web developer with expertise in PHP, JavaScript, React, and HTML/CSS, specializing in WordPress/WooCommerce, Shopify, with working experience in Webflow, Wix and Squarespace. Proficient in building high-performance, user-friendly websites, developing custom themes and plugins, and integrating APIs to enhance functionality. Adept at performance optimization, SEO, and responsive design, ensuring seamless user experiences. Committed to delivering innovative and scalable solutions while staying up to date with industry trends.

WORK EXPERIENCE

Senior Web Developer

Simply The Best Digital – (Oct 2025 — Present)

- As a Senior Web Developer at Simply The Best Digital, I manage full-stack website development along with direct client communication throughout the project lifecycle. I coordinate with clients to understand requirements, discuss progress, gather feedback, and document key notes to ensure smooth execution of every project.
- My responsibilities include developing custom WordPress and WooCommerce solutions, handling website deployments, server management, staging-to-live migrations, optimization, and technical troubleshooting. I also work on GoHighLevel (GHL) CRM setups, automations, pipelines, and integrations to support client operations and marketing workflows.
- I collaborate closely with design, content, and project management teams to deliver high-performance, scalable, and user-friendly websites. My focus is on clean code, efficient problem-solving, strong communication, and consistent delivery of high-quality digital solutions.

Web Developer & IT Support

SSKZ Impex Pvt Ltd, Karachi – (Jan 2025 — Sep 2025)

- Designed and launched the company's official website using WordPress, ensuring responsive design, performance optimization, and ongoing security management.
- Manage and administer company emails and Google Workspace

- accounts, enabling smooth internal and external communication.
- Oversee plugin integrations, content management, and technical troubleshooting to keep the website updated and functional.
- Provide IT support for the team, including email configuration, user account setups, and system troubleshooting.
- Manage the company's ERP system, supporting employees with training, guidance, and troubleshooting to ensure smooth daily operations and optimized workflows.

Web Project Developer

Thrive Agency, Arlington – (Dec 2018 — Nov 2024)

- Specialized in WordPress development, including custom theme and plugin creation, performance optimization, and site security.
- Designed and optimized WordPress websites to enhance functionality, user experience, and SEO performance.
- Managed WooCommerce integrations, implementing custom eCommerce solutions to improve sales and conversion rates.
- Converted design mockups into fully responsive WordPress websites, ensuring pixel-perfect execution.
- Diagnosed and resolved WordPress performance, security, and compatibility issues to ensure stability and speed.
- Provided ongoing support, maintenance, and troubleshooting for WordPress websites.
- Developed and customized Shopify themes, optimizing store layouts, product pages, and checkout flows.
- Integrated Shopify apps and third-party services to extend store functionality and enhance customer experience.
- Built and refined Webflow websites, ensuring basic CMS setup, responsiveness, and clean design implementation.
- Customized Squarespace templates, optimizing design and functionality to align with branding and user needs.
- Provided Squarespace website setup, content management, and customization for small businesses and personal brands.
- Developed and customized Wix websites, ensuring responsiveness, functionality, and user-friendly design.
- Assisted with Wix website setup, content management, and basic customizations for businesses and individuals.

Version Control & Project Management

- Proficient in Git for version control, ensuring smooth collaboration and maintaining clean code repositories.
- Experienced in using GitHub, Bitbucket, and GitLab for code versioning, branching, and pull requests.
- Skilled in Jira, Trello, and Asana for project tracking, sprint planning, and task management.
- Capable of handling agile development workflows, ensuring timely project delivery and iteration cycles.

Quality Assurance & Best Practices

- Ensures clean, maintainable, and well-documented code following industry best practices.
- Conducts cross-browser and cross-device testing to ensure consistency across different platforms.
- Implements performance optimization techniques, including caching, lazy loading, and minification.
- Follows security best practices to prevent vulnerabilities like SQL injection, XSS, and CSRF attacks.

Team Collaboration

- Strong communication and teamwork skills, collaborating with designers, developers, and stakeholders to achieve project goals.
- Participates in code reviews, knowledge sharing, and mentorship, fostering a culture of continuous learning.
- Works closely with QA teams and testers to identify and resolve bugs, ensuring high-quality deliverables.

Web Developer

Doctor Multimedia – (Nov 2021 — Dec 2021)

- Developed and customized WordPress themes and plugins tailored to client requirements, ensuring seamless functionality and brand consistency.
- Implemented custom fields using ACF (Advanced Custom Fields) or native WordPress meta fields to extend theme capabilities and provide dynamic content management.
- Optimized website performance, implementing caching, lazy loading, and asset minification to enhance speed and responsiveness.
- Ensured cross-browser and cross-device compatibility, delivering a consistent user experience across Chrome, Firefox, Safari, and Edge.
- Built high-quality, scalable, and secure WordPress solutions, adhering to industry best practices and coding standards.
- Successfully delivered projects within tight deadlines, maintaining a strong focus on performance, SEO, and user experience.

Web Developer & Project Manager

Divssoul – (Jun 2015 — Aug 2018)

- Led WordPress projects from concept to deployment, delivering customized, high-performance solutions tailored to client needs.
- Designed, developed, and maintained WordPress websites, ensuring seamless functionality, responsiveness, and user experience.
- Migrated, updated, and optimized WordPress websites to enhance compatibility, security, and performance across different environments.
- Created comprehensive documentation and provided hands-on training, empowering clients to efficiently manage and update their WordPress websites.

Web Developer & Designer

Rick Van Beek – (Feb 2016 — Sep 2017)

- Designed, developed, and maintained high-performance WordPress websites across various industries, ensuring scalability and user engagement.
- Integrated and customized themes, plugins, and custom fields to enhance functionality and streamline content management.
- Implemented SEO best practices, including on-page optimization, schema markup, and performance improvements to boost search engine rankings and visibility.
- Conducted technical SEO audits, optimizing site speed,

- mobile-friendliness, and structured data for better indexing.
- Ensured secure, responsive, and accessible WordPress websites, providing a seamless experience across devices and browsers.

Front-End & WordPress Developer

Shape Globe – (Apr 2014 — Jun 2015)

- Transformed design mockups into fully functional, dynamic WordPress themes, ensuring pixel-perfect accuracy and mobile responsiveness.
- Developed fast-loading, visually engaging WordPress websites, optimizing for performance, accessibility, and user experience.

EDUCATION

Accp Pro in Software Engineering

Aptech – (2012 - 2015)

Bachelor of Commerce

University of Sindh – (2010 - 2012)

CORE SKILLS

- Web Development
- WordPress & WooCommerce Development
- WordPress Plugin Development
- Shopify, Webflow, Squarespace & Wix
- Front-End & Back-End Development
- React, Node.js & Next.js
- CMS (Content Management Systems)
- HTML, CSS & JavaScript
- Bootstrap & Tailwind CSS
- Mobile-Responsive Website Development
- SEO (Search Engine Optimization)
- Database Management
- Version Control & Project Management
- Hosting & Server Management
- API Integration & WP REST API
- Quality Assurance & Best Practices

ADDITIONAL SKILLS

- Git & GitHub
- CI/CD Workflows
- Website Maintenance & Troubleshooting
- Performance Optimization
- Social Media Management
- GoHighLevel CRM & Automation
- Project Management Tools: Asana, Jira, Trello, Basecamp
- Collaboration Tools: Slack, Team Collaboration Platforms
- Microsoft Office Suite
- Time Management & Multitasking
- Teamwork & Cross-Team Collaboration
- Strong Communication Skills
- Problem Solving & Analytical Thinking

REFERENCES

References available upon request.