

# Abdul Naveed Shad

**Experienced** and detail-oriented web developer with over 7 years of proven expertise in building fast, responsive, and SEO-optimized websites using WordPress, Shopify, Wix, and Go High-Level (GHL). Skilled in E-Commerce Development, Website Performance Enhancement, and Technical SEO Implementation. Adept at managing servers, domains, and hosting environments, with strong problem-solving skills and deep knowledge of all major WordPress page builders. Passionate About Delivering High-Quality, User-Friendly Digital Experiences That Drive Results and Improve Online Visibility.



## SKILLS

- WordPress / Woo-commerce
- Performance Optimization & Security
- Wix / Shopify
- GoHighLevel / Hub Spot
- SEO fundamentals
- Google Business Profile
- PHP / JavaScript
- HTML / CSS 5 / Bootstrap
- Canva
- Adobe Photoshop / Illustrator

## EDUCATION

### Bachelor\_of Computer Science:\_(BS)

Indus University, Karachi

### Programing Course

Aptech Computer Education

### Graphics 'Designing Course

Infra Defence Branch

## WORK HISTORY

### Senior WordPress & Wix Developer

COMPANY: **Digital Squidy** (Software House Pakistan)

- Build responsive, SEO-friendly, and high-performing websites
- Troubleshoot issues and optimize for speed, security, and scalability
- Collaborate with designers and marketers on new features and integrations
- Experience with page builders (Elementor, WPBakery, Divi, Beaver Builder, Oxygen Builder etc.)
- Knowledge of SEO, performance optimization, and security best practices
- Audit website performance and identify bottlenecks (server, CMS, plugins, scripts).
- Optimize for LCP, TTFB, FCP and ensure Core Web Vitals pass in field data.
- CSS/JS minification, async/defer, and removal of unused code
- Image optimization (WebP/AVIF, responsive sets, lazy load)
- Optimize Site Structure Optimize Page Headings, Titles, Descriptions
- Add Domain & Hosting Setup & Set up payment gateways and shipping integrations (PayPal, Stripe, etc.).
- Solved WordPress Problems & Solutions Diagnosed & Fixed Critical Wordpress Errors
- Handle Alone All Website Task Experience Working in International Clients

# **WordPress Wix, Shopify, & Ghl Developer**

**COMPANY: Carpe Diem** (Software House USA)

- Expertise In Server Management, Domain Setup, And Hosting.  
Designed And Developed Wordpress/GHL, Shopify, Wix & Hub Spot Websites
- Build Responsive, SEO-Friendly, And High-Performing Websites
- Strong Knowledge Of Website Issue Debugging And Problem-Solving Skills.
- Strong Knowledge Of Website Loading Speed Optimization & Overall Performance
- Experience With Page Builders (Element Or, Bakery, Divi, Beaver Builder, Oxygen Builder Etc.
- Implement Advanced Speed Optimizations: Server & CDN Caching (Cloud Flare, Lite Speed, Or NGINX)
- SEO Optimization: Optimize Websites For Search Engines To Improve Visibility And Ranking
- Design & Manage Sales Funnels, Including Lead Generation, Nurturing Campaigns, And Automated Workflows
- Experience Working In International Clients (UK, US, Canada, Australia. India)

## **WordPress Developer**

**COMPANY: Adventix Media Agency** (USA)

- Website Development: Design, Develop, And Maintain Websites Using Wordpress,
- Mobile-First, And Cross-Browser Compatible Designs.
- Handle Website Migration And Redesign Projects.
- Apply SEO Best Practices And Configure SEO Plugins (Yoast, Rankmath, AIOSEO).
- Create A Google Business Profile
- Optimize Page Headings, Titles, Descriptions
- Develop And Maintain Wordpress Websites
- Optimize Websites For Speed, Responsiveness Issue
- Troubleshoot Issues And Perform Regular Updates And Maintenance
- Collaborate With Designers And Content Creators To Implement Website Features
- Ensure Websites Are Secure And Compliant With Web Standards
- Troubleshoot Issues And Perform Regular Updates And Maintenance
- Manage Security, And Speed-Related Issues.
- Weekly All Website Backups
- Create A Google Business Profile
- Working On Google Search Console

# Web Developer & Designer

COMPANY: **International Shipping Agency (Pakistan)**

- Develop & Design, customize, and maintain WordPress websites
- Collaborate with the UI/UX team to convert designs into functional, responsive web interfaces.
- Optimize website performance, speed, and security.
- Troubleshoot, debug, and resolve technical issues in both front-end and back-end systems.
- Stay updated with the latest development frameworks, tools, and technologies.

Troubleshoot & Resolved Performance, Security, And Functionality Issues

- Optimize Website Content for Search Engines, Including Keyword Research, On-Page/Off-Page
- Website Speed Optimization: Enhance Website Loading Speed & Overall Performance.
- Stay Updated with New Trends and Best Practices in Web Development and Digital Marketing.
- Expert use of Elementor, Divi, and Gutenberg editor.
- Troubleshoot Issues & Perform Regular Updates & Maintenance
- Handle Alone All Website Task
- Manage Security, And Speed-Related Issues. Weekly All Website Backups

# Wordpress Developer

COMPANY: **Pakistan Business Consultants (Pakistan)**

- Website Development: Design, Develop, And Maintain Websites Using Wordpress, Wix, Shopify, And Other Cms Platforms.
- Ensure Responsive, Mobile-First, And Cross-Browser Compatible Designs.
- Handle Website Migration And Redesign Projects.
- Apply SEO Best Practices And Configure SEO Plugins (Yoast, Rankmath, AIOSEO).
- Optimize Page Headings, Titles, Descriptions Develop And Maintain Wordpress Websites
- Optimize Websites For Speed, Responsiveness Issue
- Troubleshoot Issues And Perform Regular Updates And Maintenance
- Collaborate With Designers And Content Creators To Implement Website Features
- Ensure Websites Are Secure And Compliant With Web Standards Troubleshoot Issues And Perform Regular Updates And Maintenance
- Working On Website Speed Optimization: Enhance Website Loading Speed And Overall Performance
- Manage Security, And Speed-Related Issues. Weekly All Website Backups
- Create A Google Business Profile / Working On Google Search Console
- Manage On Page SEO Off Page SEO
- Blogs Pages SEO

# Portfolio Website

## Wordpress Portfolio

[www.oxytarm-ap.com](http://www.oxytarm-ap.com)  
[www.aldi.co.UK](http://www.aldi.co.UK)  
[www.alkarimfabric.com](http://www.alkarimfabric.com)  
[www.easybuy.com.pk](http://www.easybuy.com.pk)  
<https://www.banggood.com/>  
[www.petmania.pk](http://www.petmania.pk)  
[www.blingbynadiahussain.com](http://www.blingbynadiahussain.com)  
[www.royalelectric.pk](http://www.royalelectric.pk)  
[www.roofersunited.org](http://www.roofersunited.org)  
[www.springfieldeyelashextensions.com](http://www.springfieldeyelashextensions.com)  
[www.chiltonsinc.com](http://www.chiltonsinc.com)  
[www.sewindows.com](http://www.sewindows.com)  
[www.leadsupai.com](http://www.leadsupai.com)  
[www.globalpunch.com](http://www.globalpunch.com)  
[www.patchngraphics.com](http://www.patchngraphics.com)  
[www.ozonedigitizing.com](http://www.ozonedigitizing.com)  
[www.ptleague.com](http://www.ptleague.com)  
[www.pfconstructiongroup.com](http://www.pfconstructiongroup.com)  
[www.selfridges.com](http://www.selfridges.com)  
[www.apsleytailors.com](http://www.apsleytailors.com)  
[www.tailormadelondon.com](http://www.tailormadelondon.com)  
[www.geckosports.com.au](http://www.geckosports.com.au)  
[www.kansassunlights.com](http://www.kansassunlights.com)  
[www.trailheadpediatricdentistry.com](http://www.trailheadpediatricdentistry.com)  
[www.rimrockpediatricdentistry.com](http://www.rimrockpediatricdentistry.com)  
[www.glasgowpediatricdentistry.com](http://www.glasgowpediatricdentistry.com)  
[www.todaydentistrycaldwell.com](http://www.todaydentistrycaldwell.com)  
[www.northwestportlanddental.com](http://www.northwestportlanddental.com)  
[www.nampadentalcenter.com](http://www.nampadentalcenter.com)  
[www.ozonedigitizing.com](http://www.ozonedigitizing.com)  
[www.pfconstructiongroup.com](http://www.pfconstructiongroup.com)  
[www.sewindows.com](http://www.sewindows.com)  
[www.chiltonsinc.com](http://www.chiltonsinc.com)  
[www.springfieldeyelashextensions.com](http://www.springfieldeyelashextensions.com)  
<https://itscitycommerce.com/>  
[www.redeemedhvac.com](http://www.redeemedhvac.com)  
[www.craveleveldeli.com](http://www.craveleveldeli.com)  
[www.ineedavacaynow.com](http://www.ineedavacaynow.com)  
<http://www.go.heelsandholsters.com>  
<http://www.willowoodventures.com>

<https://adventixmedia.com>  
<https://digitalsquidy.com/>  
<https://www.digicraft.one/>  
<https://www.nexpredsolutions.com/>  
<https://www.dhgate.com/>  
<https://clearvinreports.com/>  
<https://business-filer.com/>  
<https://asadtrader.com.pk/>  
<https://echuae.digitalsquidy.com/>  
<https://ins.asadtrader.com.pk/>  
<https://marketing.digitalsquidy.com/>  
<https://abck.pk/>  
<https://gykhan.com/>  
<https://petfoodia.pk/>  
<https://ranxinpakistan.com/>

## GHL Website Portfolio

<https://keripricerealtor.com/>  
<https://app.gohighlevel.com/v2/preview/Wm4L0BPkhoBcMfY58BWV>  
<https://www.gardenrealtyco.com/>  
<https://buywithbarry.com/>  
<https://candaceanger.com/>  
<https://thehomegalleryteam.com/>  
<https://www.outdoorealestate.com/>  
<https://supportedliving.elevatesl.co.uk/home>  
<https://supportedliving.rhemasocialimpact.co.uk/home>  
<https://nurturesl.co.uk/>  
<https://nurturesl.co.uk/>  
<https://www.boatingeducation.org.nz/courses/>  
<https://kiddieacademy.com/>  
<https://www.boiseduiguy.com/>  
<https://cspringlaw.com/>  
<https://guaranteedgutters.net/>  
<https://www.gdinvestigation.com>  
<https://deeprootsfarmfoundation.com/>  
<https://leapersconnect.com/>  
<https://masielloaccounting.com/>  
<https://saferathome.com/>  
<https://scalplogic.com/>

# Shopify Portfolio

<https://www.motelrocks.com>

<http://www.kingbuddha.com>

<https://www.smirly.com/>

<https://comfort-truss.com/>

<https://www.thesewingstudio.co.uk/>

<https://www.getitinkd.com/>

<https://www.scandiborn.co.uk/>

<https://tropicskincare.com/>

<https://www.spectrumcollections.com/en-pk>

<https://boxcleverpress.com/>

<https://wearewild.com/>

<https://lusthome.com/>

<https://www.origincoffee.co.uk/>

<https://tropicskincare.com/>

<https://www.absolutecollagen.com/>

<https://www.renskincare.com/>

<https://solarscooters.co.uk/>

<https://mobilitypluswheelchairs.co.uk/>

<https://www.birkdalesales.com/>

<https://www.oliviamay.org/>

<https://purish.com/>

<https://www.trunkclothiers.com/>