

ABBAS ALI

SENIOR WORDPRESS DEVELOPER

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PROFESSIONAL OVERVIEW

6+ years building and shipping production websites, custom PHP/MySQL CMS platforms, and WordPress solutions for clients across USA, UK, Europe, and international markets. Combines hands-on engineering (custom admin panels, API integrations, database architecture) with SEO, CRO, and client-facing project delivery.

WORK EXPERIENCE

Senior WordPress Developer

Company Formation Hub, Riyadh, KSA | 2024- 2026

- Owned WordPress development end-to-end architecture, custom theming, and deployment for company formation and business consulting sites serving clients across Saudi Arabia
- Built lead-generation funnels and landing pages using Elementor, custom PHP, and JavaScript, then iterated on them using CRO techniques to improve on-site conversion
- Integrated Zoho CRM, HubSpot, and third-party APIs to automate lead capture and routing, cutting manual lead handling by 40% and eliminating handoffs between marketing and sales
- Ran technical SEO audits and implemented fixes for indexing, Core Web Vitals, and organic visibility across the websites
- Managed hosting, DNS, migrations, backups, and security hardening across multiple client environments

WordPress Developer

The Brainiac Trend, Karachi, Pakistan | 2019- 2024

- Delivered end-to-end website design and development across the client portfolio, leading cross-functional collaboration with designers and QA to ship device-responsive, production-ready sites
- Streamlined website maintenance workflows, cutting downtime by 30% through improved back-end management and automated backups (cPanel, FileZilla, AWS)
- Used Google Analytics to drive data-informed UX changes that lifted user engagement by 25% and improved on-site conversion
- Built WooCommerce sales funnels and lead-gen funnels for business sites, including high-converting landing page design
- Customized WordPress themes with Elementor and PHP, and integrated APIs to extend site functionality and improve data exchange.
- Trained clients on WordPress CMS management and produced documentation enabling them to self-manage content post-handoff

EDUCATION

Bachelor's degree

SZABIST, 2021

SKILLS

- Languages & Backend:**
PHP, JavaScript, MySQL, REST API, JSON, AJAX
- Frontend & Design:**
HTML, CSS, Figma, Canva, Adobe Illustrator, Device Responsive Design
- CMS & Platforms:**
WordPress, Vanilla PHP, Elementor, WPBakery, Divi, GeneratePress, WP-Headless, WooCommerce
- Hosting, DevOps & Tools:**
cPanel, FileZilla, AWS, Cloudflare, PuTTY, Azure, GitHub, phpMyAdmin, SSH
- Integrations & Automation:**
Zoho CRM, HubSpot, WATI (Chatbot/WhatsApp), HubSpot, Payment Gateway, Third-Party API Integration,
- SEO & Analytics:**
Technical SEO Audits, Yoast SEO, AIOSEO, Google Analytics, FAQ Schema / AI Answer-Engine Optimization
- Project Management:**
JIRA, Trello, ClickUp, SharePoint, Client Relations, Cross-Functional Leadership

SELECTED PROJECTS

Food Ordering App

Live food-ordering platform, ingasandwiches.com

- Designed and built a full order-management platform from scratch on a PHP/MySQL stack, currently live and serving customers in Bahria Town, Lahore used as a proof-of-concept for a SaaS pivot (multi-tenant deployment via rsync/Git across a shared hosting environment)

10ula — Kantar

Corporate Website, Company Incorporation – 10ula.com

- Designed and built a 25+ page corporate site for a company incorporation business, using Elementor and WordPress for development and Canva/Figma for the visual design, with the full site architecture built around branding and marketing positioning

LMS for Syeda Driving School

Custom Learning Management System, online.syedadrivingschool.com

- Built a custom LMS from scratch on PHP/MySQL, HTML, CSS, and JS, integrated with the WordPress store via API so that a course purchase automatically enrolls the student in the LMS and triggers an automated email with their login credentials on order confirmation

Toastmasters D95 Website

Non-Profit Organizational Website, toastmasters-d95.org

- Built and maintained a 50+ page website for a non-profit district organization, covering event listings, a club directory, member resources, and a content management workflow for district officers, with the site optimized for SEO, page speed, and security

TotalTool.pk

E-commerce Hardware & Tools Store

- Built a WooCommerce store with 1,000+ SKUs for a hardware and tools retailer, integrating M&P API for delivery logistics, WATI for automated WhatsApp order confirmations, and PayFast for payment processing

PROFESSIONAL DEVELOPMENT

Google Project Management

Coursera, 2026

User Research – A Key Pillar of UI/UX Design

Uniathena, Webinar, 2024

Google Analytics

Google, 2024

Time Management & Effective Productivity

Udemy, 2024

HTML, CSS, and JavaScript for Web Developers

John Hopkins, Coursera, 2023

LANGUAGES

English

Urdu