



## Asad Mahmood

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### ABOUT ME

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Dynamic and results-oriented WordPress developer with a proven track record of delivering over 500 successful projects across various industries. Specializing in crafting exceptional websites that seamlessly blend aesthetics, functionality, and optimization techniques. Committed to collaborating closely with clients to understand their unique requirements and delivering customized solutions that consistently exceed expectations.

### WORK EXPERIENCE

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#### WordPress Developer

**Technical Pioneers** [ 03/2021 – Current ]

City: Islamabad

Country: Pakistan

- Customize WordPress sites to meet client requirements.
- Collaborate with designers, project managers, and developers to convert mockups into functional websites.
- Implement WordPress themes, plugins, and extensions for desired website features.
- Conduct thorough testing and debugging to ensure website functionality.
- Optimize website performance for speed, responsiveness, and SEO.
- Stay updated on WordPress development, web design, and SEO trends.
- Provide technical support and troubleshooting for WordPress websites.
- Collaborate with cross-functional teams on project updates and timelines.

#### WordPress Developer Remote

**Dream Pilot Productions** [ 04/2021 – 03/2023 ]

City: Slaton

Country: United States

- Remote WordPress Developer and SEO specialist at Dream Pilot Production.
- Responsible for creating visually appealing and functional websites while optimizing for search engine visibility.
- Utilize expertise in WordPress themes, plugins, and customization for tailored website design.
- Proficient in HTML, CSS, and JavaScript to enhance website appearance and functionality.
- Work on sitemaps, webmasters, on-page SEO, technical SEO, and fast-loading websites.
- Collaborate seamlessly with the Dream Pilot Production team using various communication tools.
- Proactively gather client requirements, provide regular progress updates, and meet agreed-upon timelines.
- Committed to crafting visually appealing, SEO-optimized websites for client success.

#### Web Developer

**AiDataRon** [ 01/2019 – 03/2021 ]

City: Islamabad

Country: Pakistan

- Exciting journey of learning and growth at AiDataRon.
- Applied skills in designing and customizing websites using WordPress.
- Gained valuable insights into the importance of SEO for online visibility.
- Honed project management and communication skills through collaboration with the team.
- Delivered high-quality work meeting client expectations.
- Solid foundation for future success in web development established through this experience.

## EDUCATION AND TRAINING

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### Bachelor of Science, Computer Science

*Arid Univeristy Institute of Information Technology* [ 08/2018 – 08/2022 ]

City: Rawalpindi

Country: Pakistan

Website: [uair.edu.pk](http://uair.edu.pk)

### MPhil (Computer Science)

*Arid Univeristy Institute of Information Technology* [ 08/2022 – 08/2024 ]

City: Rawalpindi

Country: Pakistan

Website: [uair.edu.pk](http://uair.edu.pk)

## DIGITAL SKILLS

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WordPress / Elementor Pro / Divi / WPBakery / HTML / CSS / Bootstrap / JavaScript / Ecommerce / Woocommerce / LMS / Blog / WordPress Themes / Yoast SEO / Shopify / Wix / Squarespace / ACF / Custom Post Types / SEO Optimization / Responsive Design / Website Speed Optimization / Website Security / Content Management / Website Migration / E-commerce Development / Multilingual Websites / WP Forms / Analytics and Tracking / Troubleshooting and Debugging / Collaboration Tools / Slack / Teams / Web Hosting / DNS / Domains / cPanel / Plesk / Notion / Trello

## CREATIVE WORKS

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### Panther Tyres | Market Leader of Motorcycle Tyres

- Redesigned Panther Tyres Limited's website, a leading motorcycle tire brand in Pakistan.
- Implemented advanced product catalog integration with Elementor.
- Integrated dynamic event management with Events Shortcodes.
- Executed comprehensive SEO overhaul, enhancing search engine visibility.

Link: <https://panthertyres.com/>

### Interwood Corporate | Pakistan Market Leader of Woodworking

- Complete overhaul of website design from the ground up.
- Implement category-based AJAX filtering for improved user experience.
- Incorporate advanced AJAX filtering functionality on the search page to streamline search results.
- Develop application forms for career opportunities to facilitate seamless recruitment processes.
- Integrate lead forms to capture valuable customer information and enhance lead generation efforts.

Link: <https://interwood.pk/>

### InVideo.io Off Page SEO

- Increased Domain Authority and strengthened online presence through strategic tactics.
- Implemented high-quality backlink building strategies to boost SEO performance and rankings.

- Successfully contributed to reinforcing InVideo.io's digital footprint, resulting in boosted organic traffic.

Link: <https://invideo.io/>

### **NGO Partnerships and Events Setup**

- Creation of complete website using WordPress with Envato Elements Theme.
- Developing event listing functionality and integrating event creation features.
- Incorporating PayPal and Stripe payment gateways for donations and partnership transactions.
- Presenting project specifications comprehensively and integrating contact forms for seamless communication.

Link: <https://apostoliccenterhoorn.nl/>

### **Search Mechanism for NFT Artists & Speed Optimization**

- Development of a feature to incorporate artists and team members onto the platform.
- Integrated search function with various algorithms.
- Optimized website speed via image compression, caching, and LCP/FCP optimization.
- Evaluated and tested Cloudflare and NitroPack CDNs for performance.

Link: <https://futurelinks.art/>

### **Virtual Tours Multimedia Website, Maintenance and SEO**

- Transformed Tariq Ahmad's virtual tour website in Canada.
- Used WordPress CMS for sliders, forms, and packages showcasing their work.
- Focuses on essential Web Maintenance: regular updates for security.
- Technical SEO: speed, mobile-friendliness, improved rankings.

Link: <http://getgrace.ca/>

### **Woocommerce Product Customizer & Ecommerce Optimization**

- Enhanced ecommerce website design to boost sales.
- Integrated class scheduling feature for lectures.
- Enabled custom skateboard design and ordering.

Link: <https://skatewerkz.com/>

### **Malware Removal from WordPress Website**

- Identifying vulnerabilities, including vulnerable plugins, themes, and WordPress files.
- Scanning and removing all viruses from the WordPress website.
- Purging web hosting.
- Conducting testing on a test server.
- Performing website maintenance.

Link: <http://foodsnobette.com/>

### **Subscription Based Hypnotherapy Audios Platform Development**

- Implemented user registration and monthly subscription setup on WordPress.
- Automated renewal fee and 7-day free trial.
- Set up restrictions for free users, disabling download option for audios and videos.
- Exclusively provided audios/videos for subscribers.
- Integrated PayPal/Stripe gateways, optimized playback for speed.

Link: <https://mindmasterleslie.com/>

### **Imperial Tutorial College Karachi (.edu.pk)**

- Developed highly functional and visually appealing website for Imperial Tutorial College.
- Used licensed versions of WPForms Pro and Elementor Pro.
- Form integration for admissions, scholarships, and course enrollments, enhancing user experience.
- Ensured optimization for responsiveness and SEO, amplifying the college's online presence and accessibility.

Link: <http://itc.edu.pk/>

### **illusio.it Revamp and Optimization**

- Revamped ILLUSIO's digital platform, focusing on minimalist design for personalized training.
- Redesigned website highlights isoinertial training equipment with personalized workload adjustments.
- Created digital platform showcasing PRO line products and IllusioLab feature advantages.

Link: <https://illusio.it/>

### **NDA Process Automation and PDF Generation**

- Developed integrated digital system for streamlined Non-Disclosure Agreement (NDA) processing.
- Utilized Forminator Plugin for seamless completion of online intake forms and transition to NDA forms.
- Integrated email campaign management for automated sequences and PDF generation of filled forms.

### **Data-Driven Platform with Advanced Analytics for Eco Wood**

- Implementing tech to monitor customer interactions with products on WordPress.
- Displaying Eco Wood's wood veneer doors range for easy selection.
- Providing real-time user behavior data, highlighting popular products.

### **OSK Living (.co.uk)**

- Bespoke website for OSK Living UK using WordPress and Elementor, tailored for Airbnb Management services.
- Integrated WPForms Pro for easy customer request estimates, enhancing user experience.
- Ensured responsive design, robust security, and optimized performance for reliable and fast browsing experience.

Link: <https://oskliving.co.uk/>

### **Accuris (.ch)**

- Built Accuris website, Swiss SaaS provider, emphasizing simplified accounting services.
- Integrated contact options across channels for accessibility and engagement.
- Ensured responsive design, security, performance, and SEO for enhanced online visibility and user experience.

Link: <https://accuris.ch/>

### **MH Knowledge Center**

- Professional web application providing comprehensive platform for business basics knowledge acquisition.
- Membership-based system enabling account creation, login, and subscription fee payment.
- Exclusive access to premium content including videos, audios, and documents.

Link: <https://mewoholdings.net/>

### **AM Deal Makers**

- Developed Am Deal Makers website with Elementor Pro, featuring modern and elegant forms.

- Integrated login/signup functionality and job posting area using WordPress (WP) form.
- Ensured SEO optimization for enhanced search engine visibility, utilizing CSS for sleek design.

Link: <https://amdealmakers.com/>

### **Portfolio Website Creation**

- Created a dynamic portfolio website using ACF and custom post types for seamless content management and organization.
- Implemented Elementor loops to showcase portfolio items, ensuring a visually appealing and user-friendly display.
- Incorporated single post pages with pricing options for online purchase.
- Lead forms for inquiries and a shop feature for digital products, enabling users to place orders effortlessly.

Link: <http://kashif-mahmood.com/>

### **Teaching Website Design**

<https://amandacheuk.com/>

### **Google AdSense Approved Blog**

<https://pioneerstrikes.com/>

### **Donations Website Development**

<https://healinggenerationsfoundation.com/>

### **Printers Ecommerce Website Development**

<https://xenons.info/>

### **Ngāti Ruapani Society Co-op Ltd Website Development with WP Forms**

<https://ruapani.nz/>

### **Bakery Ecommerce Store**

<https://kaekblady.com/>

### **Furniture Website USA**

<https://kingswoodshopusa.com/>

### **Janitorial And Maintenance Services Canada**

<http://janitorial-maintenance.ca/>

### **Marketing Agency Website**

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

### **Business Investments Website**

<https://wwinvests.com/>

### **Accounting and Book Keeping Website**

<https://outsource.kudoaccounting.com/>

### **Toronto Brand Buidling Website**

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

### **Learning Management System**

<https://freshglob.com/>

**Dr Will Horton Website**

<https://hortonpsychology.com/>

**Gym Planner Ecommerce**

<https://f-cammaris.com/>

**Character Animations Website**

<https://mightycg.com/>

**Freelance Education Course Sellers**

<https://education.kudoaccounting.com/>

**Mentor Angel Startup Website**

<https://mentorangel.com.au/>

**Staffing and Services Business**

<https://aigoldservices.com/>

**Cleaning Website Design**

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

**Blog Website Design**

<https://clubgiggle.com/>

**Career Coaching Website**

<https://www.gradcareers.com.au/>

**Vizag IAS Academy**

<https://vizagiasacademy.com/>

**Corporate Training Institute**

<https://blossomcorporate.com/>

**Eye Lashes Store**

<https://eye-lashyou.com/>

**Sanakara Travels Agency**

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

**NGO Website for Homeless**

<https://firstservfoundation.org/>

**NGO Website for rural populations in northern Thailand and far-western Nepal**

<https://mettavalley.org/>

**NGO Website for Racialized Women**

<https://racializedwomensgroup.com/>

**Golf Accessories Store**

<https://birdieblueprint.com/>

**Leather Jackets Store**

<https://leatherlyte.com/>

### **Swiss Coin Crypto Website**

<https://swiss-digicoin.ch/>

### **Dr Gale Personal Website**

<https://temp.superiorbusiness.solutions/>

### **Relationship Coach Website**

<https://mrjayrelationshipcoach.com/>

### **Motivational Speaker Website**

<https://aubreysangelstransformimglivesltd.com/>

### **Courses Website Like UDEMY**

<https://freshgjob.com/>

### **Dropshipping Ecommerce Store**

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

### **Business Development Website**

<https://mewoholdings.com/>

### **Toronto Food Newsletter**

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

## **LANGUAGE SKILLS**

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Mother tongue(s): **Urdu**

**Other language(s):**

**English**

**LISTENING C2 READING C2 WRITING C2**

**SPOKEN PRODUCTION C2 SPOKEN INTERACTION C2**

*Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user*

## **RECOMMENDATIONS**

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### **President of Dream Pilot Productions**

**Name:** Leslie Reynolds

**Phone number:** (+51) 24336200

**Email:** [info@DreamPilotProductions.com](mailto:info@DreamPilotProductions.com)

Asad Mahmood has been working with us for a little over two years beginning in 2021 and has done a wonderful job!

He was employed as Wordpress designer and SEO Expert in our company. During the time of his service, we were extremely satisfied with his work. We have always found him to be honest, sincere and very hard working in our company. In these two years, Mr. Asad Mahmood has gained a lot of working experience in this position from our company.

He is indeed a valuable asset to our company. We can safely recommend Mr. Asad Mahmood for any responsible position and would like to see him in a good place in his future life.

**Link:** <https://dreampilotproductions.com/>

## **CONFERENCES AND SEMINARS**

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### **Unlocking the Power of WordPress**

[ Arid University Institute of Information Technology, 24/05/2023 ]

After completing the WordPress teaching course at the summer short courses at UIIT Campus of Arid Agriculture University, I was invited to give a seminar on "How to Design Websites on WordPress" at the UIIT Seminar Room. In this seminar, we unlocked the power of WordPress and its value in freelancing.

## **HONOURS AND AWARDS**

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### **Student of the Year 2016**

Jinnah Public School & College [ 30/03/2016 ]