SHAHZEB MALIK

WordPress & Frontend Developer

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Summary

I'm **Shahzeb Malik**, a results-driven **Web Developer** based in Pakistan with **5+ years of remote experience** collaborating with U.S.-based clients since 2019.

I specialize in **WordPress** and **Webflow**, building **responsive**, **conversion-optimized** websites tailored to client goals. My skill set also includes hands-on experience with **ReactJS**, **Magento**, **Squarespace**, and **Wix**, enabling me to adapt seamlessly to diverse platforms and project requirements.

Experience

Advidly
USA, Remote

Senior Web Developer
2024 - Present

Maintaining and building websites on WordPress, Webflow, and Wix based on client needs. Collaborating with designers to implement pixel-perfect and responsive web designs. Developing reusable components and optimizing website performance across all platforms. Assisting in feature rollouts, plugin configurations, and CMS troubleshooting

- Designed, developed, and maintained over 50 websites using **WordPress**, **Webflow**, and **Wix**, achieving a **95% client satisfaction rate**.
- Collaborated with UI/UX designers to implement **100% pixel-perfect** and **fully responsive** designs, improving mobile usability by **40%**.
- Created **reusable components** and implemented performance best practices, resulting in up to **60% faster page load times**.
- Assisted in **feature rollouts**, optimized **plugin configurations**, and resolved CMS issues, reducing site downtime by **70%**.

Ski 'N See
USA, Remote

WordPress Developer (Part Time)
2023 - Present

Maintaining and updating the company's WordPress website, ensuring stability and responsiveness. Built new features and landing pages using Elementor and custom PHP/JS solutions. Handled plugin updates, site backups, and performance monitoring.

- Maintained and updated the company's **WordPress website**, ensuring **99.9% uptime**, stable performance, and cross-device **responsiveness**.
- Developed new features and **high-converting landing pages** using **Elementor**, **custom PHP**, and **JavaScript**, increasing lead generation by **35%**.
- Managed **plugin updates**, automated **site backups**, and performed regular **performance monitoring**, improving site speed by **50%** and ensuring security compliance.

Technovation Town
USA, Remote

Senior Web Developer
2023 - 2024

Worked closely with a recruitment-focused agency to develop their main website using Next.js. Integrated frontend with APIs and ensured responsive UI across devices. Provided continuous support and updates for ongoing improvements.

- Partnered with a **recruitment-focused agency** to build their main website using **Next.js**, improving site performance and SEO by **45%**.
- Integrated **RESTful APIs** and ensured a fully **responsive UI** across all devices, enhancing user experience and mobile accessibility by **30%**.
- Delivered **continuous support**, implemented feature updates, and resolved bugs, contributing to a **25% increase in user engagement** over time.

Siege Media
USA, Remote

Frontend Web Developer
2022 - 2023

Developed multiple custom React calculators and tools deployed across WordPress, Webflow, Wix, and Shopify. Collaborated with content teams to implement SEO-friendly and fast-loading features. Improved user experience by optimizing site load times and responsive behavior.

- Developed **custom React-based calculators and tools** integrated seamlessly across **WordPress**, **Webflow**, **Wix**, and **Shopify**, boosting user interaction by **40%**.
- Collaborated with content and marketing teams to deliver **SEO-friendly**, **fast-loading features**, contributing to a **30% increase in organic traffic**.
- Optimized site performance and **responsive behavior**, reducing load times by **50%** and enhancing overall user experience across devices.

GublooTech
Islamabad, Pakistan

WordPress Developer
2021 - 2022

Developed and maintained multiple WordPress sites using Elementor, WPBakery, and custom themes. Assisted clients with eCommerce integration using WooCommerce. Fixed bugs, optimized loading times, and ensured responsive cross-browser compatibility

- Developed and maintained over **20+ WordPress websites** using **Elementor**, **WPBakery**, and **custom themes**, tailored to client needs and branding.
- Assisted clients in integrating **WooCommerce**, enabling smooth eCommerce functionality and driving a **25% average increase in online sales**.
- Diagnosed and fixed bugs, improved **site speed by up to 50%**, and ensured **responsive, cross-browser compatibility** for optimal user experience.

Experience

Bumpup   Islamabad, Pakistan

WordPress Developer   2020 - 2021

Learned and applied fundamentals of WordPress, HTML/CSS, PHP, and basic JS. Built small business websites under supervision and gradually took on independent projects. Collaborated with designers and senior devs to sharpen skills in responsive design and plugin usage

- Gained hands-on experience in **WordPress**, **HTML/CSS**, **PHP**, and basic **JavaScript** by building and customizing small business websites.
- Progressed from supervised tasks to independently managing **5+ client projects**, delivering responsive, user-friendly sites.
- Collaborated with designers and senior developers to enhance skills in **responsive design**, **plugin configuration**, and theme customization, contributing to improved project turnaround time by **20%**.

Skills

Core Skills: WordPress · Custom Themes · Plugins · Elementor, WPBakery, Divi · WooCommerce · Webflow

Frontend: HTML5, · JavaScript (ES6+) · CSS3 · React.js · Tailwind CSS · Bootstrap

Backend: PHP, MySQL · REST API · WP-CLI, Git

Optimization & SEO: Core Web Vitals · Speed Optimization · On-page SEO (Yoast, RankMath)

Design Integration: Figma · Adobe XD · PSD to WordPress · Responsive Design · Cross-Browser Testing

Education

AAUR

BSCS   2016 - 2020