



MOHSIN WAHEED

Senior Web Developer & Designer

CONTACT

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Address: Islamabad, Pakistan

EDUCATION

2018-2022 (AUST)

Bachelor of Science in Software Engineering (BSSE)

SKILLS

Web & Technical Skills

- WordPress / Elementor Pro / Shopify / Web flow/ ACF / APIs.
- HTML / CSS / JavaScript/ PHP.
- UI/UX Design (Figma, Adobe XD, Canva, Photoshop, Illustrator).
- SEO (On-Page, Off-Page, Technical, Local GMB).

Digital & Ecommerce Skills

- Meta Ads, Google Ads, Pixel Setup, Tag Manager.
- Amazon FBA/PL, Listing Optimization, Keyword Indexing, PPC Scaling, Shopify full design.

About Me

I am a **Software Engineer, Senior Web Developer, SEO Specialist & Graphic Designer** with 4+ years of experience, working globally. I help startups, SMEs, and international businesses across USA, UK, Middle East & Asia scale through high-performance websites, advanced SEO strategies, data-driven digital marketing, and conversion-optimized Shopify & Amazon solutions.

EXPERIENCE

ZELIEE IT SOLUTIONS

MAR 2023 – SEP 2025

Sr. WEB DEVELOPER

- Designed and developed responsive custom websites that increased client engagement and improved user retention.
- Built full WordPress systems including custom themes, ACF fields, REST API integrations, custom post types, and Elementor Pro templates.
- Improved Core Web Vitals and optimized page load from **4+ seconds to under 1.2 seconds**, achieving 90+ Lighthouse scores.
- Engineered SEO-ready web architectures with schema markup, optimized site structure & metadata.
- Created custom interactive components for e-commerce platforms, improving checkout experience by **14–22%** (CRO-driven changes).
- Implemented long-term website maintenance, analytics dashboards, and security hardening.

PORTFOLIOS

- Graphic Design [Link](#)
- LinkedIn [Link](#)

LANGUAGES

- English (Fluent)
- Urdu (Fluent)
- Arabic (Basic)

FULL PORTFOLIO

- www.mohsinwaheed.com

MIU MEDICAL SEO SPECIALIST

APR 2022 – FEB 2024

- Directed complete SEO strategy including advanced keyword research, competitor gap analysis, and content optimization.
- Resolved major technical SEO issues including crawl-depth problems, schema fixes, broken links, cannibalization, and indexing improvements.
- Increased organic traffic by **120%** in 8 months through topical authority & content clustering.
- Built and executed link-building SOPs, securing high-authority backlinks and improving domain strength.
- Utilized tools like SEMrush, Ahrefs, GA4, and GSC to analyze performance and adjust strategy.
- Created SEO-focused content guidelines, ensuring high-quality, medically accurate, and rank-ready blogs.

BYTECORE TECHNOLOGIES

AUG 2022 – SEP 2024

DIGITAL MARKETING SPECIALIST & CREATIVE DESIGNER

- Lead full digital marketing operations including Meta Ads, Google Ads, SEO, branding, creatives, and web development for international clients (US, UK, UAE, Germany).
- Built conversion-driven Shopify stores using Liquid custom coding, metafields, CRO frameworks, and advanced UX/UI design.
- Designed complete brand identities including logos, color systems, typography, packaging, and visual guidelines for multiple businesses.
- Created 200+ high-performance ad creatives for paid advertising campaigns, improving CTR by 25–60% across different clients.
- Developed responsive, optimized WordPress websites and dashboards using custom themes, ACF, and performance optimization (90+ Lighthouse scores).
- Led SEO strategies, technical audits, content clustering, backlink acquisition, and analytics reporting using GA4, GSC, SEMrush, and Ahrefs.

ENABLERS

MAR 2021 – APR 2022

AMAZON / SHOPIFY EXPERT

- Managed Amazon FBA & PL listings including keyword indexing, title optimization, backend attributes, and A+ listing enhancements.
- Conducted deep product research, PPC optimization, and competitor analysis to improve ranking and visibility.
- Launched Shopify stores with focus on CRO, modern UI design, payment integrations, and app-based automation.
- Increased clients' Amazon sales through enhanced listing quality.

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TO WHOM IT MAY CONCERN,

I am a Software Engineer and Senior Web Developer with over 4 years of experience in developing visually stunning and high-performing web solutions for clients across **the USA, UK, Asia and Middle East**. I specialize in responsive web design, e-commerce development, UI/UX optimization, and digital branding, delivering measurable results that drive user engagement and business growth.

Throughout my career, I have successfully designed, developed, and optimized **100+ websites**, implementing the latest technologies and best practices to ensure speed, security, and seamless functionality. My goal is to build user-focused digital experiences that not only look exceptional but also convert effectively.

TECHNICAL EXPERTISE

- **Frontend Development:** HTML5, CSS3, JavaScript, jQuery, Responsive UI Design, Cross-Browser Optimization.
- **Backend & CMS:** WordPress (Theme & Plugin Customization), Shopify (Liquid, Custom Store Setup), WooCommerce, Webflow & PHP (Core & MySQL Integration).
- **UI/UX & Design Tools:** Figma, Adobe XD, Canva, Illustrator, Photoshop & Indesign.
- **SEO & Web Performance:** Advanced On-Page, Off-page, Technical & Local SEO Optimization, Core Web Vitals, Schema Integration.
- **Version Control & Deployment:** Git, GitHub, cPanel, Hosting, DNS Configuration, Website Migration.
- **Marketing & Analytics:** Google Analytics 4, Google Tag Manager, Search Console, Conversion Tracking, Meta Ads, Google Ads & TikTok Ads Setup.

SINCERELY,



Mohsin Waheed