



MUHAMMAD ADIL

WORDPRESS DEVELOPER

<https://codecraftsman.dev/>

CONTACT

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| Transferable Iqama

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EDUCATION

2020 - 2024

INSTITUTE OF SPACE TECHNOLOGY

Bachelor of Computer Science
Islamabad, Pakistan

SKILLS

- WordPress & WooCommerce Development
- Motion Effects and Animation
- Product, Order & Payment Management
- Website Speed & Performance Optimization
- SEO (On-Page & Technical)
- Website Security, Hosting & Migrations
- Shopify, Webflow, Framer

LANGUAGES

- English – Fluent
- Urdu – Native
- Arabic – Basic | Learning

PROFILE

Web Developer and E-commerce Specialist with experience in building high-performance, conversion-focused websites and online stores. Skilled in WordPress, Shopify, Webflow, WooCommerce, HTML, CSS, and JavaScript, with expertise in store setup, SEO, speed optimization, payment integrations, and secure hosting. Specialized in modern, animated, mobile-first, and fully responsive websites, including motion effects, website security, backups, and complete hosting management.

WORK EXPERIENCE

Sophist Studio

Project Coordinator & Wordpress Developer

- Led development of high-performance websites across diverse industries (Podcastg.com, Parkviewpharmacy.uk, Sophist.studio, NottinghamAutoRecovery.co.uk, and more)
- Delivered end-to-end web solutions including optimization, migrations, staging, subdomains, and hosting management
- Implemented modern animations, SEO best practices, and UX/UI enhancements to improve engagement
- Managed client communication and optimized workflows for smooth project delivery

Sukali

Web Developer & IT Support

- Developed and delivered optimized websites for brands like Karachi Steels, Emaago, Aspen, Fair Deal Marketing, and Sukali.
- Transformed client requirements into visually striking, high-converting web experiences.
- Enhanced site performance, improving user engagement and client retention.
- Enhanced collaboration between design and development teams, improving delivery efficiency.
- Improved user engagement by implementing data-driven UI/UX strategies.

Freelance

Wordpress & SEO Specialist

- Designed and developed responsive, high-performance websites and e-commerce stores using WordPress, Shopify, and WooCommerce
- Managed complete project lifecycles including client communication, store setup, SEO, speed optimization, security, and hosting
- Delivered conversion-focused, scalable solutions for local and international clients, meeting business and branding goals

CERTIFICATIONS

- Introduction to Project Management
- Web Design and Development
- Wordpress Development
- SEO
- MERN Stack Development
- Google AI essentials
- Wordpress Essential Training
- SEO: Competitive Analysis
- Semantic HTML and CSS Code Challenges
- Data Analytics and Business Intelligence
- Digital Marketing
- Startup Strategies and Entrepreneurship

• Graana

MERN Stack Intern

- Integrated MongoDB, Express.js, React.js, and Node.js, improving performance metrics by 15% and reducing load times by 30%.
- Developed responsive, scalable applications using best industry practices.

• Bedzaar.pk

Ecommerce Business Developer and Owner

- Founded and developed Bedzaar.pk, a complete e-commerce platform for selling premium bedding products in Pakistan, handling everything from brand setup to full website development
- Built and managed the entire e-commerce system including product listings, payment integration, order management, SEO, performance optimization, and hosting

• American Center of English (Course & Training)

Web Design & Development

- Learned UI/UX design, front-end development (HTML, CSS, PHP, JavaScript).
- Built speed-optimized WordPress websites with animations and modern design.
- Gained expertise in site migration, hosting, and client communication.

PROJECTS

- parkviewpharmacy.uk
- podcastg.com
- Bedzaar.pk
- raphay.com
- nottinghamautorecovery.co.uk
- nottinghamautoelectrics.co.uk
- nottinghamautorepairs.co.uk
- aneelashahzad.com
- sadaattimber.com
- sophist.studio
- bydesign.pk
- finovate.bydesign.pk
- codecraftsman.dev
- theglobetribune.com
- Karachi Steels, Emaago.com, Aspen, Fair Deal Marketing, and Sukali
- Few Freelance Design and Development

FUTURE ASPIRATIONS

In my future endeavors, I aim to continuously expand my expertise by mastering emerging technologies such as **AI and Blockchain**, developing strong **project management** skills, and building a well-rounded, future-ready technical skill set. I am committed to learning new tools and technologies and aspire to grow into the field of **cybersecurity**, focusing on secure and resilient digital systems.