

# RAMZAN RAZA SHEIKH AHMAD

Software Engineer — CMS Specialist — Senior WordPress Developer — Webflow & Shopify Developer  
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## PROFESSIONAL SUMMARY

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Senior WordPress & CMS Developer with 5+ years of experience architecting scalable, high-performance websites and WooCommerce platforms for international clients across the USA, UK, and UAE. Expert in custom theme development, plugin customization, multilingual (WPML) architecture, performance optimization, and technical SEO. Proven track record of improving Core Web Vitals scores by up to 90% and boosting conversion efficiency through precision-built WooCommerce workflows. Strong frontend engineering background across HTML5, CSS3/SCSS, JavaScript (ES6+), jQuery, TailwindCSS, and Figma-to-WordPress builds. Experienced across CMS platforms including WordPress, Webflow, Shopify, and Wix.

## TECHNICAL SKILLS

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**CMS & E-Commerce:** WordPress (Custom Themes, Child Themes), WooCommerce, WPML, ACF, Gutenberg, Elementor Pro, Shopify, Webflow, Wix

**Frontend Development:** HTML5, CSS3/SCSS, JavaScript (ES6+), jQuery, TailwindCSS, Bootstrap, GSAP, Responsive Design, Cross-Browser Compatibility, Figma-to-Code

**Backend & Integrations:** Python, PHP, Custom Post Types, WP\_Query, AJAX, REST API Integration, Payment Gateway Integration (Stripe, PayPal)

**SEO & Performance:** Technical SEO, Schema Markup, Core Web Vitals, Lighthouse Optimization, XML Sitemaps, Hreflang, Page Speed Optimization, Lazy Loading, Caching

**Tools & DevOps:** Git, Docker (basic), AWS (EC2/S3), cPanel, CDN Configuration, CI/CD basics

**APIs:** Django REST Framework, Flask, RESTful APIs

## EXPERIENCE

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### AlphaVenture

*CMS Developer*

Dec 2025 – Mar 2026

*Karachi, Pakistan*

- Developed and maintained custom WordPress themes and WooCommerce platforms for global agency clients, delivering pixel-accurate Figma-to-WordPress builds using Elementor Pro and custom CSS.
- Translated Figma designs into responsive, SEO-structured WordPress builds using Elementor Pro and custom CSS
- Consistently met performance benchmarks, improving page load times and achieving full Core Web Vitals compliance across all client websites.
- Implemented AJAX-powered search, WPML multilingual setups, and third-party payment gateway integrations (Stripe, PayPal), expanding client market reach to bilingual audiences.
- Integrated third-party APIs, CRM systems, and marketing automation tools to extend CMS functionality and streamline client marketing operations
- Improved development team efficiency by 25% by introducing reusable component libraries and AI-assisted coding workflows.

### VinnCorp

*Software Engineer - Senior WordPress Developer*

Jul 2023 – Nov 2025

*Karachi, Pakistan*

- Built scalable WordPress platforms featuring custom themes, advanced plugin customization, and WooCommerce integrations for high-traffic international clients.
- Reduced website load times by up to 80% through systematic performance optimization including lazy loading, database query tuning, and server-side caching.
- Delivered dynamic frontend components using JavaScript and jQuery that measurably improved user interactivity and engagement metrics.
- Translated complex Figma design files into responsive, SEO-structured WordPress builds, consistently achieving pixel-perfect accuracy.
- Designed optimized WooCommerce checkout workflows that reduced cart abandonment and increased conversion efficiency across e-commerce stores.
- Led end-to-end deployment lifecycle from staging to production with zero-downtime releases, ensuring business continuity for all client platforms.

### Hul Hub/SBT Japan Pakistan

*Software Engineer – Web Applications*

Nov 2022 – June 2023

*Karachi, Pakistan*

- Architected and delivered 60+ custom WordPress and WooCommerce projects for international clients (USA, UK, UAE), managing complete project lifecycle from discovery and requirements gathering through deployment and QA.
- Designed and developed custom web applications and internal tools beyond standard CMS solutions, improving overall system efficiency for end users.
- Built backend logic and REST API (HubSpot) integrations for seamless communication between frontend interfaces and server-side systems.
- Delivered full-stack features across frontend and backend layers, enhancing platform performance by 30–40% and automating key workflows to reduce manual effort.

## SBT Japan Pakistan

Software Engineer - Web Applications

Mar 2021 – Nov 2022

Karachi, Pakistan

- Build, manage and maintenance of scalable Websites (WordPress platforms) serving high-traffic audiences.
- Optimized Core Web Vitals and page load performance by 30–40%, directly improving search rankings and user experience.
- Collaborated cross-functionally with product and design teams to deliver technical solutions aligned with business objectives
- Engineered custom themes and modular plugin customizations using PHP, WordPress hooks, and component-based SCSS, reducing per-project build time by 30%.

## Soft Nation Technologies

Junior Web Developer

Dec 2019 – Mar 2021

Karachi, Pakistan

- Built and maintained WordPress websites with custom themes, CSS-based UI enhancements, and responsive HTML/CSS/SCSS/JavaScript (E6+) layouts.
- Developed responsive frontend layouts using HTML, CSS, SCSS, and JavaScript (ES6+)
- Achieved up to 90% improvement in Core Web Vitals and Lighthouse performance scores through advanced caching strategies, asset optimization, and database query tuning
- Automated reporting and data scraping workflows, improving operational efficiency by 70-80% and freeing engineering resources for higher-value tasks.

## PROJECTS

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### AlphaBetaCore HRMS Portal — Full-Stack Enterprise Application

- Architected and delivered a production-grade, full-stack HRMS platform serving multiple enterprise teams — built from the ground up with React.js (frontend) and Django REST Framework (backend) on a PostgreSQL database designed for relational integrity and reporting performance at scale.
- Implemented Microsoft Teams / Azure AD OAuth 2.0 SSO authentication - eliminating separate credentials and enabling shift punch-in/out tracking per employee, with timestamps, duration calculation, and exception flagging (late arrivals, early departures) surfaced in role-specific dashboards.
- Engineered a custom Django REST Framework API consuming the ClickUp API to surface monthly task performance, completion rates, and shift-hour-to-output productivity metrics for employees, managers, and HR — closing the gap between task management and HR reporting.
- Designed and enforced a multi-tier RBAC system at the API layer - JWT authentication with role claims (Employee / Manager / HR Admin), permission-gated endpoints, and a manager-to-HR leave approval escalation workflow enforced in backend permission classes (403 Forbidden on unauthorized escalation attempts).
- Built comprehensive reporting dashboards in React.js covering workforce headcount, attendance trends, leave utilization, and ClickUp task productivity - giving decision-makers actionable data without database queries.
- **Tech:** React.js, Django REST Framework, Python, PostgreSQL, TailwindCSS, Microsoft Teams / Azure AD OAuth 2.0, ClickUp API, JWT Authentication, RBAC

### Contractors Liability Insurance — 600+ Page Multilingual Platform

- Architected a 600+ page bilingual (English/Spanish) WordPress platform using WPML, implementing hreflang tags, language-specific XML sitemaps, and structured schema markup to prevent duplicate indexing.
- Designed scalable template-based architecture with Elementor Pro for content consistency, optimizing crawl efficiency to maintain search visibility across all indexed pages.
- **Tech:** WordPress, WPML, Elementor Pro, Technical SEO, Schema Markup, Hreflang

### Medical Treatments Abroad — Custom Search & Lead Generation Platform

- Engineered an AJAX-powered custom search system using optimized WP Query logic and custom taxonomies, improving content discoverability for a healthcare platform.
- Developed conversion-focused landing pages and structured healthcare content architecture using custom post types, increasing patient consultation inquiries.
- **Tech:** WordPress, PHP, AJAX, Custom Post Types, Technical SEO

### Chemli — WooCommerce Conversion Optimization

- Developed custom AJAX product search to improve discoverability; implemented direct Add-to-Cart functionality via WooCommerce hooks to streamline the purchase path.
- Configured a branded transactional email system for customer and admin workflows, and built a lead generation landing page optimized for acquisition.
- **Tech:** WooCommerce, WordPress, PHP Hooks, jQuery, Store Setup, Email Customization

### Magic Marketing Consulting — Custom Theme Development

- Delivered a fully custom Figma-to-WordPress theme using HTML5, CSS3/SCSS, PHP, and jQuery, completing build, QA, and production deployment within a 1-week deadline.

- **Tech:** WordPress, PHP, Custom Theme Development, SCSS, jQuery

### Automated Web Scraper & Data Collection System — Internal Productivity Tool

- Identified and solved a critical operational bottleneck at Soft Nation Technologies: a three-person data entry team spending weeks manually extracting competitor product data (titles, descriptions, pricing, SEO metadata) from websites — reducing the entire process to 1–2 hours per run.
- Engineered a purpose-built Python/Selenium browser automation tool with a Flask web interface, enabling non-technical staff to trigger crawls via a simple UI — no command line required. Pandas handled data formatting into CMS-upload-ready CSV/Excel output, eliminating all post-export reformatting.
- Tool handled pagination, inconsistency flagging, and structured output matched directly to the client’s CMS upload template, saving 200+ hours annually and accelerating product go-live from months to days.
- **Tech:** WordPress, WPML, Elementor Pro, Technical SEO, Schema Markup, Hreflang

## EDUCATION

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### NED University of Engineering & Technology

*Bachelor of Science in Software Engineering*

2015 – 2019

*Karachi, Pakistan*

**Coursework:** Object-Oriented Programming, Algorithms & Data Structures, Database Design & Management, Software Development Lifecycle, Technical Documentation

### Pre-Engineering (HSC)

*Government Degree Boys College, Gulistan-e-Jauhar*

2012 – 2014

*Karachi, Pakistan*

**Majors:** Maths, Physics, Chemistry

## CORE COMPETENCIES

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- **Mentorship & Leadership:** Guided junior developers, conducted code reviews, and enforced technical standards across multi-person projects.
- **Collaboration:** Cross-functional teamwork with product, design, and engineering teams
- **Problem-Solving:** Advanced debugging, performance optimization, and scalable system design
- **Agile Development:** Sprint planning, iterative delivery, and adaptive development workflows

## ADDITIONAL INFORMATION

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- **International Client Experience:** Delivered 15+ projects for clients across the USA, UK, and UAE; experienced working across time zones and within agile/remote team workflows
- **AI-Augmented Development:** Actively leverages AI tools (Claude Code, n8n) to accelerate development speed, automate workflows, and improve code quality.

## REFERENCES

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- Available upon request