

RAMZAN RAZA SHEIKH AHMAD

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SUMMARY

Senior WordPress & CMS Developer with 5+ years building high-performance headless CMS and full-stack web applications for international clients, across WordPress, Shopify, Webflow, and Wix. Strong in Core Web Vitals optimization, Python/Django, and React, with a track record of measurable speed and conversion improvements.

TECHNICAL SKILLS

Frontend: React.js, JavaScript (ES6+), jQuery, TailwindCSS, Bootstrap, HTML5, SASS/SCSS, GSAP

Backend: Python, Django REST Framework, PHP (OOP), Flask, RESTful APIs

CMS & E-Commerce: WordPress (Hooks, Filters & Actions, Shortcodes, CPTs, ACF), Custom Theme Development, Shopify (Liquid theme customization), Webflow, Framer, Wix, WooCommerce, Elementor Pro, WPML

SEO & Performance: Core Web Vitals, Technical SEO, Schema Markup, Lighthouse, Caching, GA4, Google Tag Manager

DevOps: Git, Docker, AWS (EC2/S3), CI/CD, Cloudflare

WORK EXPERIENCE

Full Stack Website Developer, Asctro

Jun 2026 – Present

Karachi, Pakistan

- Led end-to-end deployment lifecycle from staging to production with zero-downtime releases, ensuring business continuity for all client platforms.
- Improved Core Web Vitals and mobile load times 30–50% by refactoring legacy CMS theme architecture.
- Rebuilt CMS funnels in Elementor Pro and Bricks Builder, lifting lead-gen conversion rates for international clients.
- Built and customized websites across WordPress, Shopify, Webflow, and Wix — developing custom WordPress themes with ACF and Hooks, and customizing Shopify themes using Liquid templating.
- Achieved zero-downtime deployments by introducing AI-augmented deployment workflows.

CMS Developer, AlphaVenture

Dec 2025 – Mar 2026

Karachi, Pakistan

- Delivered enterprise CMS platforms end-to-end, from discovery through secure deployment.
- Raised frontend velocity 25% by building reusable component libraries and AI-assisted Figma-to-Code pipelines.
- Expanded bilingual market reach via WPML configuration and Stripe/PayPal API integration.

Senior WordPress Developer, VinnCorp

Jul 2023 – Nov 2025

Karachi, Pakistan

- Raised Core Web Vitals to a consistent 90+ score via database tuning, asset minification, and server-side caching.
- Cut average page load times 80% by enforcing asynchronous lazy loading and optimizing rendering logic.
- Built interactive frontend interfaces with React.js, integrated with Django REST Framework backends for full-stack application development.

- Delivered custom WooCommerce integrations aligned to client revenue goals.
- Led full-cycle rebuilds of existing client sites, achieving 90+ performance scores that strengthened SEO rankings.
- Migrated legacy custom-coded and Gutenberg-based themes to Elementor Pro, preserving SEO equity.
- Maintained 100% uptime across high-traffic sites via automated, zero-downtime CI/CD pipelines.

Software Engineer, Hul Hub / SBT Japan Pakistan

Nov 2022 – Jun 2023

Karachi, Pakistan

- Scaled 60+ custom WordPress platforms as primary technical architect for international clients.
- Cut cart abandonment 40% by customizing WooCommerce workflows and building custom PHP hooks.
- Improved data pipeline efficiency 40% by automating HubSpot API integrations.

Software Engineer, SBT Japan Pakistan

Mar 2021 – Nov 2022

Karachi, Pakistan

- Improved page speed 30–40% by tuning high-traffic legacy WordPress platforms.
- Cut project development cycles 30% by building proprietary modular plugins and reusable SCSS components.

Junior Web Developer, Soft Nation Technologies

Dec 2019 – Mar 2021

Karachi, Pakistan

- Cut manual data collection effort 50% (200+ hours/year) by building a Python/Selenium scraper with a Flask interface.
- Achieved 90+ Lighthouse scores through technical SEO metadata and responsive HTML5/SCSS builds.

PROJECTS

Own A Word – Custom Membership & Gifting Platform

- Built custom functionality per client specification, including a word claim/reservation system, tiered ownership levels, digital certificate generation, and a public member wall.
- Developed extensive custom functions using WordPress Hooks, Filters, and Actions alongside ACF and Custom Post Types.
- Tech: WordPress, PHP, Custom Post Types, ACF, Membership Logic

Custom WordPress Themes – AI-Assisted TailwindCSS Build

- Architected 3 fully custom WordPress themes from scratch using TailwindCSS and LLM-assisted development, avoiding page-builder dependency entirely.
- Tech: WordPress, PHP, TailwindCSS, Theme Architecture, Claude AI/LLM-assisted workflows

GA4/GTM-Driven Content Strategy – Multi-Client Analytics

- Configured GA4 and Google Tag Manager tracking across multiple client sites (including elixir-mark.com, vinncorp.com, 1341accountancy.com, furniturebazaar.co).
- Analyzed 3 months of user behavior data to inform and build out client blog/content systems aligned to actual search and engagement patterns.

AlphaBetaCore HRMS Portal

- Enterprise HRMS platform with a custom Django REST Framework API, Azure AD OAuth 2.0, RBAC, and JWT auth surfacing workforce metrics on React dashboards.
- Tech: React.js, Django REST Framework, PostgreSQL, TailwindCSS, Azure AD, ClickUp API

Contractors Liability Insurance – 600+ Page Multilingual Platform

- Built a 600+ page bilingual WordPress site with WPML and Elementor Pro, implementing hreflang, XML sitemaps, and schema markup to prevent duplicate indexing.
- Tech: WordPress, WPML, Elementor Pro, Technical SEO

FastLearner – IQ Test & Certificate Platform

- Built a monetized IQ-test product with dynamic certificate generation and tiered paid reporting (Basic/Advanced) using WordPress and custom PHP logic.
- Tech: WordPress, PHP, Elementor, Dynamic Content Generation

Automated Web Scraper & Data Collection System

- Python/Selenium scraper with a Flask interface, cutting a multi-week data extraction process to under 2 hours.
- Tech: Python, Flask, Selenium, BeautifulSoup, Pandas

CORE COMPETENCIES

Client & Project Management: 3+ years directly managing international client relationships (USA, UK, Australia, Middle East), owning projects end-to-end from requirement gathering through delivery.

Cross-Functional Collaboration: Worked with in-house QA teams to validate releases and maintain production quality.

Mentorship: Mentored 5+ junior developers through code review and technical guidance.

International Client Experience: Delivered 60+ projects for clients across the USA, UK, UAE, and Australia in agile/remote team workflows.

Multi-CMS & Full-Stack Development: Built and customized sites across WordPress (custom themes, ACF, Hooks), Shopify (Liquid templating), Webflow, and Wix; paired React.js frontends with Django REST Framework backends for full-stack applications.

EDUCATION

NED University of Engineering & Technology, Karachi
Bachelor of Science in Software Engineering

2015 – 2019

ADDITIONAL INFORMATION

International Client Experience: Delivered 15+ projects for clients across the USA, UK, AUS, & 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.

Marketing Tech Upskilling: Currently deepening knowledge of GA4, Google Tag Manager, and Looker Studio to enhance conversion tracking capabilities.

REFERENCES

Available upon request