

SHAHZAIB HASSAN

WORDPRESS & SHOPIFY DEVELOPER

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PROFESSIONAL SUMMARY

Results-driven CMS Developer with 5+ years of experience in WordPress, Shopify, and custom web solutions. Skilled in Elementor, ACF, WooCommerce, Shopify Liquid, HTML, CSS, JavaScript, and PHP, delivering scalable, SEO-friendly websites.

CORE SKILLS

- WordPress (Elementor, ACF, CPTs, WooCommerce), Shopify (Liquid, Metafields)
- Strong Knowledge & Use: HTML5, CSS3, JavaScript, PHP
- SEO & Performance: Technical SEO Fixes, Site Optimization, Speed & Security Improvements
- Leadership: Team Management, Mentoring Interns, Code Review, Training

PROFESSIONAL EXPERIENCE

CMS Team Lead - TechUp Solutions (Pvt) Ltd.

Mar 2023 – Present

Lead CMS projects across WordPress, Shopify, Wix & Squarespace, creating custom solutions with Liquid, PHP, JS & CSS. Mentor interns, conduct weekly training, and collaborate with SEO teams to deliver scalable, responsive websites. Promoted from Developer → Senior Developer → CMS Team Lead Developer at TechUp Solutions

Senior WordPress & Shopify Developer - Romanza (Pvt) Ltd.

Sep 2022 – Mar 2023

Designed and developed WooCommerce stores for wholesale and private clients while redesigning corporate websites with a focus on UI/UX and responsiveness.

Freelance (Fiverr)

Mar 2020 – Dec 2022

Delivered custom WordPress projects for international clients, including eCommerce stores, business websites, and blogs using Elementor & WooCommerce. Managed complete project lifecycles, building a strong and diverse portfolio.

EDUCATION

- BBA (Hons.) – Bahauddin Zakariya University (BZU), Multan
- Intermediate – Muslim College, Multan

ADDITIONAL INFORMATION

- **Languages:** English, Urdu.
- **Awards/Activities:** Team Player of the Year (2024), Communication King (2023)
- **Hobbies & Interests:** Exploring AI tools for web development, Continuous learning (WordPress, Shopify trends, SEO), Reading blogs (WPBeginner, Kinsta, etc.)