

AFTAB ALAM

Full Stack WordPress Developer

 <https://aftab-alam.com/>

+923471058987 | mailtoaftab78@gmail.com | Pakistan KPK Swat



PROFILE

Full Stack WordPress Developer with 5+ years of professional experience building, customizing, optimizing, and maintaining high-performance WordPress websites, WooCommerce stores, dynamic platforms, membership systems, directories, dashboards, and custom web solutions for international clients and agencies.

Strong background in translating complex business requirements and Figma/design specifications into scalable, responsive, maintainable WordPress solutions. Experienced in debugging production websites, extending third-party plugins, developing custom functionality, implementing automation workflows, integrating external services, improving website performance, and working directly with international clients.

EDUCATION

University Of Malakand
2018-2022

BS Information Technology

Focused on software development, databases, networking, and web technologies.

Jehanzeb College
Saidu Sharif Swat
2016-2018

FSc. Pre-Engineering

Developed strong analytical thinking, logical reasoning, and problem-solving skills.

WORK EXPERIENCE

Morosoft Technologies · Full-time Rawalpindi, Punjab, Pakistan · On-site 2023 - March 2025

- Developed and maintained custom WordPress websites, WooCommerce stores, and dynamic web solutions for diverse client requirements.
- Built custom functionality using PHP, JavaScript, WordPress hooks, APIs, ACF, JetEngine, and Crocoblock.
- Customized themes, plugins, WooCommerce workflows, forms, dashboards, and dynamic content systems.
- Converted custom designs into responsive, high-quality websites using Elementor, Bricks Builder, and modern frontend technologies.
- Integrated third-party APIs, marketing tools, payment systems, webhooks, and automation workflows.
- Diagnosed and resolved complex WordPress, PHP, JavaScript, database, plugin, hosting, and performance issues.
- Managed website migrations, staging environments, deployments, DNS configurations, security, and performance optimization.
- Collaborated with designers, developers, project managers, and clients to deliver projects from requirements through production.

Full Stack WordPress Developer Freelance / Upwork · Remote

2024 – Present

Work with international clients and agencies on complex WordPress, WooCommerce, SaaS-style, healthcare, membership, eCommerce, and custom platform projects.

- Develop custom WordPress solutions using PHP, JavaScript, AJAX, REST APIs, webhooks, WordPress hooks, custom plugins, and database logic.
- Build and extend advanced WooCommerce systems including custom checkout flows, quote-request platforms, product logic, customer/admin emails, cart behavior, order workflows, and third-party integrations.
- Develop dynamic systems using JetEngine, Crocoblock, ACF, Custom Post Types, Custom Content Types, relations, query builders, user dashboards, directories, and dynamic listings.
- Integrate WordPress with external platforms including Klaviyo, CRM systems, email services, webhooks, marketing automation tools, form platforms, and external APIs.
- Implement custom analytics and event-tracking workflows for user journeys, quizzes, intake flows, lead generation, and conversion tracking.
- Work on custom plugin architecture, role management, tenant separation, onboarding workflows, REST endpoints, and application-style WordPress platforms.
- Customize and extend third-party plugins when native functionality does not meet project requirements.
- Debug complex issues across PHP, JavaScript, WooCommerce, plugins, databases, hosting environments, DNS, APIs, Cloudflare, and production websites.
- Manage staging, Git/GitHub workflows, migrations, deployments, hosting configuration, SSL, DNS, backups, and production troubleshooting.
- Translate Figma and custom UI designs into responsive interfaces using Elementor, Bricks Builder, Breakdance, Divi, custom CSS, JavaScript, and GSAP.
- Collaborate directly with international clients, agencies, designers, developers, and project managers across remote teams.

SKILLS

- | | |
|--|--|
| <ul style="list-style-type: none">• WordPress Development• WooCommerce Development• Custom Plugin Development• Custom Theme Development• PHP• JavaScript• HTML5 / CSS3• AJAX / jQuery• REST API Integration• Webhooks & Automation• WordPress Hooks & Filters• Custom Post Types & Taxonomies• ACF• Crocoblock / JetEngineTechnical SEO• Cloudflare / DNS / SSL• WP Engine / SiteGround / Hostinger• Website Migration &• Deployment• Responsive Web Development• Figma to WordPress | <ul style="list-style-type: none">• Crocoblock / JetEngine• Dynamic Content & Custom Queries• Elementor Pro• Bricks Builder• Breakdance Builder• Divi• WooCommerce Checkout & Cart Customization• Production Debugging & Troubleshooting• Quote Request Systems• Third-Party Plugin Customization• Klaviyo & Marketing Integrations• CRM / Email Integrations• Git / GitHub• MySQL / Database Management• Website Performance Optimization• Core Web Vitals• GSAP / Interactive Frontend Development |
|--|--|

PROJECTS

Delivered 170+ websites and web solutions for international clients across eCommerce, healthcare, wellness, technology, events, professional services, membership platforms, and digital agencies. Selected projects below highlight my experience with WordPress, WooCommerce, Shopify, PHP, REST APIs, webhooks, automation, dynamic content, custom integrations, and advanced frontend development.

BioLimitless + Nepute Wellness

<https://biolimitless.com/>

<https://neputewellness.com/>

Cross-Site Automation & WooCommerce Integration

Integrated both WordPress platforms using custom webhooks and Uncanny Automator, enabling events created on one website to automatically synchronize with the other. Worked with WooCommerce, automation workflows, dynamic data, and custom cross-site functionality.

Modern Event Rental – Multi-Site Network

<https://moderneventrental.com/>

<https://moderneventrentalkc.com/>

<https://moderneventrentalchi.com/>

<https://moderneventrentalphl.com/>

<https://moderneventrentaldet.com/>

Multi-Site WooCommerce Rental & Quote Platform

Developed and maintained a multi-location event-rental ecosystem with WooCommerce product catalogs, custom quote-request workflows, checkout customization, custom customer/admin emails, pricing logic, My Account modifications, dynamic product functionality, and location-focused SEO.

The Triad Mind

<https://thetriadmind.com/>

Membership, Courses & eCommerce Platform

Developed functionality for a content-rich membership and learning platform combining WooCommerce, memberships, digital programs, multimedia resources, user accounts, and customized frontend experiences.

HairGlo (SHOPIFY)

<https://hairglo.co.uk/>

Advanced Beauty eCommerce Platform

Worked on a large-scale eCommerce storefront with extensive product catalogs, custom storefront functionality, advanced product presentation, responsive optimization, and a conversion-focused shopping experience.

Frank Michael Jewelers

<https://frankmichaeljewelers.com/>

Luxury Jewelry eCommerce Website

Developed a premium eCommerce experience with WooCommerce product management, custom product presentation, shopping functionality, responsive layouts, and conversion-focused frontend customization.

Esterah

<https://esterah.com/>

Custom Shopify eCommerce Store

Developed a modern Shopify jewelry store with custom theme implementation, responsive product experiences, collection layouts, eCommerce functionality, and conversion-focused frontend development.

Dr. Juliet Medical Aesthetic Clinic

<https://drjuliet.co.uk/>

Healthcare, Booking & eCommerce Website

Developed a professional healthcare platform combining treatment presentation, online appointment booking, WooCommerce functionality, customer accounts, responsive design, and custom frontend development.

ZENO Solution

<https://zenosolution.com/>

Advanced Interactive Business Website

Built a highly polished digital experience featuring complex layouts, custom animations, interactive frontend elements, responsive development, and performance-focused implementation.

Trava Listing

<https://travalisting.com/>

Custom Booking & Appointment Platform

Developed a dynamic booking-focused website with appointment workflows, user-friendly frontend interactions, custom functionality, responsive layouts, and structured service/listing management.