

Syed Ahmad Rasheed

Location: Pakistan

Languages: Urdu (Native), English (Fluent)

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Professional Summary

Highly skilled WordPress Developer with 3-4 years of extensive experience in building and customizing WordPress websites from basic to advanced levels, along with strong expertise in SEO, digital marketing, email marketing & Shopify store development. Proficient in creating responsive, user-friendly, and SEO-optimized websites. Committed to delivering high-quality web solutions to meet client requirements and enhance user experience.

Skills:

- **WordPress:** Website management and content creation
- **Shopify:** High-converting Shopify Store
- **Search Engine Optimization (SEO):** On-page & off-page SEO
- **Digital Marketing:** Google Ads, Facebook Ads, Tiktok Ads, Instagram Ads
- **Email Marketing:** Cold email & emails to prospects
- **Business Development:** Strategic business growth and development
- **Administrative Assistance:** Proficient in administrative and executive assistance
- **Team Management:** Leadership and team coordination
- **Problem Solving:** Analytical and creative problem-solving abilities
- **Project Management:** Effective project planning and execution
- **Operations Management:** Efficient management of operational tasks
- **Online Research:** Strong research capabilities
- **Computer Science:** Technical skills in computer applications
- **Microsoft Office:** Proficient in Microsoft Office Suite
- **Interpersonal Skills:** Excellent communication and interpersonal relations
- **Client Services:** Excellent client management and service delivery
- **Attention to Detail:** High level of accuracy and detail orientation
- **Physical Therapy:** Certified Physical Therapist
- **Assessment:** Skilled in patient and project assessments
- **Anatomy:** In-depth knowledge of human anatomy
- **Healthcare Management:** Management of healthcare operations and services
- **Joint Mobilization:** Expertise in joint mobilization techniques
- **Exercise Therapy:** Knowledge of therapeutic exercise techniques

Professional Experience

WordPress Developer

Freelance / Pakistan / January 2020 – Present

- Developed and maintained over 50 WordPress websites for clients across various industries, ensuring high performance, responsiveness, and superior user experience.
- Integrated third-party services and APIs to extend website capabilities.
- Conducted website performance optimization, including image optimization, caching, and minification.
- Ensured websites were SEO-friendly, improving search engine rankings and driving organic traffic.
- Collaborated with clients to gather requirements, provide regular updates, and ensure project delivery within deadlines.
- Offered technical support and troubleshooting for existing WordPress sites.

Key Projects:

1. **Multivendor E-commerce Website for Versacore**
 - Built a comprehensive Marketplace with WooCommerce & multiple other plugins integration, custom product pages, and secure payment gateways.
 - Implemented advanced search functionality and product filters, enhancing user navigation and shopping experience.
2. **Corporate Website for Cloud Web Hosting**
 - Developed a professional corporate website with a custom theme tailored to the company's brand identity.
 - Integrated contact forms, APIs, and interactive elements to engage visitors.
3. **Digital Marketing Agency Website for GoStorely**
 - Created a agency website with custom post types and social media integration.
 - Implemented a user-friendly content management system, allowing the client to easily manage integrated forms and services based on woocommerce products.

Physical Therapist

Muzaffarabad / Pakistan / January 2022 – Present

- **CMH Muzaffarabad**

Role: Physiotherapist Internee

Responsibilities: Treatment planning, patient assessment, and therapy implementation

- **Abbas Institute of Medical Sciences (AIMS)**

Roles: Physiotherapist Internee

Responsibilities: Physical therapy services, patient assessment, and therapy planning

Education

Doctor of Physical Therapy

University of AJK / Pakistan / Graduated: 2024

Languages

- **Urdu:** Native
- **English:** Fluent