





WALEED AFZAL

Technical Lead - WordPress/ WooCommerce

 mwaleedafzal@gmail.com  +92-333-8918-111  [mac.afzal](https://github.com/mac.afzal)  [in/mwaleedafzal/](https://in.linkedin.com/in/mwaleedafzal/)

Muslim / 33 Years Old / Married / Pakistani

SUMMARY

- 8+ Years of hands-on experience in WordPress/WooCommerce theme and plugin development with complex customization, 8 months of experience in React JS (ES6)
- Hands-on expertise in WordPress/WooCommerce themes and plugin development with a very solid understanding of WordPress Internals/Process. Advanced themes development from scratch with or without any page builder (Elementor, Divi, Visual Composer, etc) and WordPress frameworks, custom theme widgets/addons, strong understanding with ACF, Gutenberg and plugin customization, good expertise in troubleshooting, debugging, malware removal and security.
- Good experience in developing high traffic ecommerce websites, custom CMS and applications like ERP and accounting and billing systems.
- Good experience in websites/server migrations and malware cleanup and securities.
- Actively involved in architecture decisions, innovative feature development tasks.
- Knowledge in different client-side frameworks and technologies such as JavaScript vanilla and ES6, CSS, SASS/Less, jQuery.
- Hands-on experience in cross browser compatibility testing and web-kit fixes, responsive testing on different devices.
- Good experience in AWS (Amazon Web Services) and can deploy web servers, email servers, backup storage, etc. Know about AWS different services (VPC, EC2, S3, SES, SNS, SQS, Route53, CloudFront, ELB, WorkMail, Storage, Certificates).
- Hands-on expertise on cloud server setup and troubleshooting, hosting environment setup with or without auto Server provisioning (Server Virtualization), etc. Know about all the hosting platforms (cPanel/WHM, CentOS Web Panel, Direct Admin, ISP Config), etc.
- 3rd Party Applications and Plugins, data backup and migrations, SSL installations and CSF firewall, server securities and cPanel customizations, DNS system, web level 1 & 2 support, etc.
- Good background in digital marketing like SEO, social media marketing, google developer console, google tag manager, google ads, google merchant integration and messenger bot.

- **Programming:** PHP/Zend
 - **Scripting:** Java Scripting, Ajax, jQuery, ES6
 - **Styling:** XHTML, HTML 5 and CSS 3, SCSS
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- **Database:** MySQL and Microsoft Access
 - **Data Mapping:** Doctrine ORM (Object Relational Mapping) and PHP ORM
 - **Template Engine:** Smarty
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- **Framework:** Twitter Bootstrap, PHP CodeIgniter, Laravel, Laravel Lumen
 - **Open Source:** WordPress, Drupal, Joomla, Prestashop, Open Cart and Project Pier
 - **Prototyping:** Rational Rose and Db Designer 4
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- **Web Server:** Apache Web Server, Apache Tomcat 6, Jetty and Microsoft IIS 7
 - **Subversion:** Standard SVN and GitHub
 - **Issue Tracking:** JIRA, Bitrix24, BugHerd and TheBuggenie
 - **API:** cPanel Hosting, Domain Reseller, VoIP, Amazon S3, Mail Chimp and WordPress/WooCommerce
 - **3rd Party Applications:** WHMCS, cPanel/WHM, Nifty, Asana, Trello
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- **SEO (Search Engine Optimization):** Initial Website Audit, On-Page Optimization, Internal & External Link Structuring, Code Cleanup & Optimization and PPC/PPV Campaigns
 - **Digital Marketing:** SEO, SMM, Email, SMS, FB and YouTube and FB Messenger bot
 - **Optimization & Analytics:** Google Analytics, Tag Manager, Google Ads, Merchant and Search Console
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- **Cloud Computing:** VPC, EC2, S3, SES, SNS, SQS, Route53, CloudFront, ELB, WorkMail, Storage, Certificates
 - **Networking:** Familiar with hardware installation and basic networking
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- **SMS Gateways:** Using GSM devices, Clickatell, Ozeki and Twilio. One-way and two-way SMS communications, short code and long code numbering, branding and non-branding SMS
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- **Software:** Microsoft Office 15 Suite, Adobe Dreamweaver CS6, Adobe Extended Scripting Tool, Adobe Fireworks CS6, Adobe Photoshop CS6, Kit CS6, Notepad++, Dev-PHP IDE, Netbeans IDE, Zend Studio and Navicat, Apache, XAMPP, MySQL Server and MYSQL Query Browser and more.
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- **Operating System:** Ubuntu 14, Windows 7/8/10, Mac OSX, Windows Server, Windows 2000 Professional and Windows XP, Linux.

PROJECTS

Following are the projects that I have worked on recently. I can show more projects on demand.

Link	Role
http://wordswithheart.com	WordPress Developer
http://firesafeglass.com/	WordPress Developer
http://misterbaker.com	WordPress Developer
https://www.bmamodels.com	WordPress Developer
http://bmaartists.com	WordPress Developer
https://www.fullcoll.edu	WordPress Developer
https://www.cypresscollege.edu	WordPress Developer
https://stepmaths.co.uk	WordPress Developer
https://eddiesbakerycafe.com	WordPress Developer
http://wildfirevape.co.uk	WordPress Developer
https://topspeedracing.co.uk/	WordPress Developer
https://www.3countieswindowcleaning.co.uk	WordPress Developer
https://immaculateautospa.com	WordPress Developer
https://www.5starautodetail.com	WordPress Developer
https://blackdiamonddetailsacramento.com	WordPress Developer
https://www.stottiesmobileautodetailing.com	WordPress Developer
https://blackdiamonddetailredding.com	WordPress Developer
https://curbsidedetail.co	WordPress Developer
https://fisherphotography.co.uk	WordPress Developer
https://dmvrealtyteam.com	WordPress Developer
http://sew-krafty.co.uk	WordPress Developer
http://wild.management	WordPress Developer

WooCommerce Mix & Match - Custom Product Boxes Bundles	Plugin Support Developer
WooCommerce Smart Composite Box Product	Plugin Support Developer
WooCommerce Product Availability Scheduler Plugin	Plugin Support Developer
WooCommerce Create A Drawer - Composite Product Builder Plugin	Plugin Support Developer
http://chefvivant.com	Frontend Designer & Developer
http://www.intelligencebank.com/uk	Frontend Designer & Developer
https://www.imaanlimousine.com – Car Rent Application	Backend Developer – CodeIgniter
https://app.whoosh.ae/ – Courier Delivery Application	Backend developer - Laravel + React JS

JOB HISTORY

Technical Lead – WordPress/WooCommerce

London Premium Designs – UK (remote job) – Oct 2019 to – Sep 2022

Working as a Technical Lead - WordPress/ WooCommerce developer and responsible to manage and deliver the projects as requirements. Hands-on expertise on WordPress, WooCommerce & WordPress internals. Well familiar with PSD to theme development, advanced customization in themes and plugins, widgets/addons development for page builders (Elementor, Divi and Visual Composer). Maintaining the servers (Windows & Linux), AWS services (VPC, EC2, S3, SES, SNS, SQS, Route53, CloudFront, ELB, WorkMail, Storage, Certificates), code review, project planning, deployment and migration is a primary responsibility of my job description.

Sr. WordPress/WooCommerce – Jan 2017 to – Oct 2019

Setubo Private Limited - Pakistan

My primary responsibilities were to develop the websites from start to end, no matter how complicated it is, theme customization, migrations, hosting server and client support.

Web Application Developer – May 2016 to – Dec 2016

Adver LLC - UAE

Primary responsibilities were to maintain the client's websites and online marketing campaigns, server administration, migrations and development.

Web Application Developer – Oct 2015 to – Mar 2016

Jan Japan Ltd – Pakistan

- Web development using PHP, CodeIgniter and MySQL database
- Frontend responsive development using bootstrap, HTML5, CSS3 and jQuery with cross-browser compatibility.
- Websites in WordPress

WHM / Web Application Developer – Aug 2013 to – Sep 2015

EWS – Pakistan

- Web Development Responsibilities;
 - Back-end development using PHP/CodeIgniter Framework and MySQL.
 - Front-end designing using bootstrap framework.
- Web Hosting Responsibilities;
 - Perform regular security monitoring to identify any possible intrusions.
 - Perform daily backup operations, ensuring all required file systems and system data are successfully backed up etc. - Responsible for managing the cPanel/WHM server.

VoIP Application Developer – Dec 2011 to – Jun 2013

SKYTell LLC

My primary responsibilities were to develop and maintain the voice server applications in PHP/MySQL, customization, quick fixes, migrations and WordPress based websites.

EDUCATION

BSCS(HONS) – (2 Years Completed)

The University of Lahore

2009 – 2013

CERTIFICATIONS

- Aws Solution Architect (ongoing)
- Linux Administration (ongoing)

HOBBIES & INTEREST

Web Programming, IT Companies, Telecom, VoIP Products, Strategic Planning, New Technologies, E Learning, Exercise, Mountain Climbing and Helping poor or unemployed needy peoples and children.