

# Abdullah Ghaffar

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## About Me

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Accomplished WordPress Developer with a track record of delivering scalable, efficient web solutions for High Voltage Marketing and Virtual Soft. Expert in their work and proficient in time management, I've significantly enhanced website functionality and user experience. Specialized in responsive design and speed optimization, my work has consistently elevated client satisfaction and operational efficiency.

## Education

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**Bachelor in Software Engineering**, *University of Central Punjab* 03/2021 – 2025  
Lahore, Pakistan

**Intermediate in Pre-Engineering**, *MTB College* 03/2018 – 05/2020  
Sadiqabad, Pakistan

## Professional Experience

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**Senior WordPress Developer**, *@Hv Media Marketing* 03/2023 – 01/2024  
Lahore, Pakistan

- Design engaging and effective category and marketing landing pages based on creative direction from Management
- Establish a scalable and reusable template(s) for our clients' category and marketing landing pages
- Utilize insights from research and analytics to form new design solutions
- Develop web by writing well-designed and efficient codes to maintain, expand and scale ecommerce websites.
- Integrated third-party services such as Google Analytics into WordPress websites.
- Provided technical support when needed regarding any issues with existing WordPress websites.

**WordPress Developer**, *@Virtual Soft* 02/2020 – 12/2022  
Sadiqabad, Pakistan

- Meeting with clients to discuss website design and function
- Designing and building the website front-end
- Performed regular maintenance on existing WordPress sites, including troubleshooting errors, updating content, and ensuring optimal functionality
- Perform On Page and Technical SEO on Client Websites for better ranking.
- Managed hosting environments for multiple clients utilizing cPanel or Plesk interfaces.

## Skills

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Elementor Expert	Work with Custom Fields
Responsive Design	Speed Optimization
Payment Setup Gateway	Search Engine Optimization
Problem-Solving	Website Migration
Custom Post Types	Manage Domains and Hosting Servers
Woocommerce Developer	Gutenberg Editor
HTML / CSS	JavaScript
WordPress Block Editor	Configure Webmails
Fix Bugs/Errors	Divi Theme

## Recent Projects

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**Stone Lake Dentistry**, *Your Smile's New Best Friend* [↗](#)

**Dr Shadi Med Spa**, *Transform Your Beauty at Anaheim's Premier Med Spa* [↗](#)

**Right Way Garage Door**, *Present most awarded garage door services* [↗](#)

**Daniel Fonta**, *Experienced high-end videographer and editor based in Orlando, FL.* [↗](#)

**Shaun Derik**, *The Speaker for the Dreamer* [↗](#)

**Aftercare Home Health**,

*A local non-medical home care agency that was built on integrity, love and kindness.* [↗](#)

**Local Garage Door**, *Garage Door Repair, Service & Installation* [↗](#)

**Farzam International**, *Empowering Global Careers with Trust and Excellence* [↗](#)

**Socio Stall**, *Same Day Garage Door Repair Services* [↗](#)

**TBU PRO**, *We turn you into a professional ticket broker* [↗](#)

**Junk Begun**, *Junk Removal In North Dallas* [↗](#)

## Languages

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- English
- Urdu