

ADNAN AHMAD

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PROFESSIONAL SUMMARY

Results-driven web developer with **4+ years of experience** in designing, developing and maintaining websites. Proficient in **WordPress design & development**, landing page design and all kinds of business websites. Adept at collaborating in agile environment to deliver **high quality web design** and development services.

SKILLS

- **CMS:** WordPress Design & Development
- **Programming Languages:** Html, CSS, PHP
- **Web Design:** Figma and Photoshop
- **Landing Page Design**
- **SEO**

EXPERIENCE

Web Designer and Developer, Freelance - 2020 to 2023

- Designed and developed over **100+ WordPress websites** for diverse businesses, increasing client online visibility by an **average of 40%**.
- Implemented custom WordPress themes and plugins, **reducing development time by 30%** while enhancing site functionality.
- Optimized on-page SEO for **80+ clients**, resulting in an **average 50% increase in organic traffic** within 6 months.
- Created high-converting landing pages, improving client **conversion rates** by an **average of 25%**.

Web Developer at Marketologyx Agency - 2023 to present

- Led the redesign of **60 business websites**, improving user engagement by **35%** and mobile responsiveness by **100%**.
- Implemented a streamlined **blogging strategy** for 5 clients, increasing their **content output by 100%** and **blog traffic by 60%**.
- Developed a custom WordPress plugin for **e-commerce integration**, reducing third-party dependency and **improving site speed by 20%**.
- Conducted **SEO audits for 45 clients**, identifying and fixing critical issues that led to an **average 30%** boost in search rankings.

PROJECTS

Web Design and Development for Marketing Agency (Marketologyx)

- Designed and developed a responsive WordPress website for **Marketologyx**, improving their online presence and lead generation.
- Implemented custom landing pages and integrated marketing automation tools, resulting in a **45% increase in qualified leads**.

E-commerce Website (FashionHub)

- Built a fully functional e-commerce website using **WordPress** and **WooCommerce** for a fashion retailer.
- Customized theme and implemented product filtering, wish lists, and a streamlined checkout process, **leading to a 30%** increase in conversion rates.

ACHIEVEMENTS

- Increased client website traffic by an average of 50% through implementing SEO best practices and responsive design across **70+ WordPress projects**.
- Reduced website load times by **40% for an e-commerce client**, resulting in a **25% increase in conversions** and improved user experience.
- Redesigned and optimized a **local business directory website**, resulting in a **70% increase** in user engagement and a 35% boost in advertiser sign-ups **within three months of launch**.

CERTIFICATIONS

- Certified Web Developer from **Udemy**
- Certified Web Developer from **Skillshare**
- Certified Web Developer from **Digiskill**

EDUCATION

Bachelor in Digital Marketing

Islamia University of Bahawalpur, Punjab, Pakistan - 2020 to 2023

Class 12th- Fsc

National Higher Secondary School, Dunyapur, Punjab, Pakistan- 2018 to 2020