

# USAMA GHAURI

## WordPress Website Developer

Multan | Punjab | Pakistan

Portfolio: [www.usamaghauri.com](http://www.usamaghauri.com)

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### SUMMARY

- 3+ years of experience in WordPress web development, specializing in Elementor Pro, Kadence Pro, responsive design, and website optimization for businesses across various industries.
- Experienced across multiple CMS platforms including WordPress, Shopify, Wix, Squarespace, and Webflow, adapting to client needs across different projects.
- Designed and developed 50+ websites covering e-commerce, service-based businesses, and niche markets, ensuring high performance and user engagement.
- Planned and developed 100+ guest posting websites within a tight deadline of 5 days, focusing on clean structure, fast performance, and basic on-page SEO readiness.
- Revamped and modernized multiple websites, reducing load times by up to 40% and optimizing speed, user experience, and functionality for better conversion rates.

### PROFESSIONAL EXPERIENCE

#### RankingsMode

Multan, Pakistan

#### WordPress Website Developer

Sep 2024 - Present

*RankingsMode is a web development and digital solutions agency that specializes in WordPress, SEO, and eCommerce solutions for businesses globally, helping them establish a strong digital presence.*

- Responsible for delivering high-performing websites that improve client engagement and business growth.
- Developed and launched 50+ websites, optimizing performance and mobile responsiveness, contributing to increased client conversions using different page builders (e.g. Elementor, Kadence, Thrive, Beaver, WP Bakery, Avada).
- Worked across multiple CMS platforms including WordPress, Shopify, Wix, Squarespace, and Webflow, adapting to client requirements and project needs.
- Created 100+ guest posting niche websites in 5 days by installing and setting up WordPress, applying pre-made themes, designing single post layouts, optimizing speed, and checking all pages for proper setup.
- Redesigned multiple websites, reducing load times by 40% and enhancing user experience, leading to lower bounce rates.
- Managed plugin and theme customizations, improving website speed, navigation, and accessibility to drive user engagement.
- Converted Figma designs into fully functional WordPress websites, ensuring pixel-perfect UI/UX execution across devices.

- Collaborated with SEO teams to build SEO-structured service and location-based pages aligned with keyword priorities and competitor benchmarks.
- Built booking systems with advanced pricing logic, conditional forms, and third-party integrations including Calendly, WooCommerce, and custom JavaScript restrictions.
- Worked with clients across international markets in industries including e-commerce, fitness, airport private terminal booking, solar services, guttering & roofing, dental clinics, healthcare, wedding/event planning, house removals, law firms, travel & visa services, and restaurants.

## **Freelance**

Multan, Pakistan

### **WordPress Web Developer**

Feb 2023 - Present

*Provided WordPress development services to startups and small businesses, designing tailored solutions to enhance their online presence.*

- Worked independently on web projects, directly collaborating with clients to understand their business needs and provide website solutions.
- Designed and delivered 8+ business websites, including digital marketing, vehicle booking, and packaging service websites.
- Created a single-page real estate website and a five-page laboratory website, ensuring SEO optimization and seamless user experience.
- Redesigned and modernized multiple websites, improving layouts, enhancing functionality, and increasing user retention rates.
- Completed a full OpenCart to Shopify migration for a UK-based eCommerce store, preserving the existing design, transferring all products, configuring payments, and launching with zero downtime.

## **INDUSTRIES SERVED**

Websites built across the following industries. Personal portfolio available at [usamaghauri.com](https://usamaghauri.com)

- E-Commerce (fashion, fabric, silver, fruits & grocery, custom products)
- Airport VIP & Private Terminal Booking Services
- Removals & Storage (UK)
- Dental Clinics & Healthcare Centers
- Solar & Renewable Energy
- Law Firms & Legal Services
- Travel, Visa & Tourism Services
- Digital Marketing & Amazon Advertising Agencies
- Guttering, Roofing & Construction
- Fitness & Wellness
- Wedding & Event Planning
- Restaurants & Food
- Janitorial & Cleaning Services
- Blogs & Niche Content Sites
- Personal Portfolio & Freelancer Websites

## EDUCATION

Bahauddin Zakariya University, Multan - **MSc. Accounting & Finance** | May 2022 - June 2024

Bahauddin Zakariya University, Multan - **Bachelor of Commerce (B.Com)** | Nov 2019 - Dec 2021

## CERTIFICATIONS

**CSS, Bootstrap, JavaScript And PHP Stack Complete Course** - PROPER DOT INSTITUTE, Udemy

**Social Media Management** - META, Coursera

**Introduction to Social Media Marketing** - META, Coursera

**Marketing on LinkedIn** - LinkedIn Learning

**Fundamentals of Social Media Advertising** - META, Coursera

**Excel Skills for Business: Essentials** - Macquarie University Australia, Coursera

## TECHNICAL SKILLS & EXPERTISE

- **CMS & Platforms:** WordPress, Shopify, Wix, Squarespace, Webflow
- **Page Builders:** Elementor Pro, Kadence Pro, Thrive, Beaver Builder, Avada, Gutenberg
- **eCommerce:** WooCommerce, Shopify, Product Management, Payment Integration
- **Languages:** HTML, CSS, JavaScript (Basic), Custom CSS Animations
- **SEO & Performance:** On-Page SEO, Meta Titles & Descriptions, Canonical Tags, XML Sitemaps, Google Search Console, Core Web Vitals, Speed Optimization, Lazy Loading
- **Design & Conversion:** Figma to WordPress, Responsive Design, UI/UX Basics, Cross-Browser Compatibility
- **Tools & Integrations:** Google Analytics, Wordfence, UpdraftPlus, Calendly, WS Form, SureForms, WCPA, SMTP, Third-Party API Integration
- **Expertise:** WordPress Setup, Bug Fixing & Troubleshooting, Website & Platform Migration, SEO-Friendly Web Design, Client Report Preparation, End-to-End Project Delivery

## SOFT SKILLS

- Detail-Oriented & Pixel-Perfect Execution
- Deadline-Driven & Time Management
- Quick Learner & Self-Motivated
- Project Proposal & Scope Writing
- Client Reporting & Presentations
- Cross-Team Collaboration
- Client Communication & Revision Management
- End-to-End Project Management

## INTERESTS

Reading self help & psychological books, Live Music, Travel, Nature Walks, Designs, TV Shows.

## LANGUAGES

English, Urdu, Saraiki