

MUHAMAD FAREED

Senior WordPress Developer | AI Automation Specialist

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SUMMARY

Senior WordPress & Full Stack Developer with 9+ years of experience architecting high-performance websites, custom themes, plugins, and scalable web applications. Specialized in integrating AI-powered automation into WordPress ecosystems—including chatbots, content generation, and intelligent workflow automation using OpenAI APIs. Proven track record as both a team leader and sole developer, delivering enterprise-grade CMS solutions end-to-end—from UI/UX design through server-side deployment. Expert in Elementor Pro, React.js, Vue.js, and modern front-end tooling.

SKILLS

WordPress		PHP		JavaScript	
React JS		Elementor Pro		HTML5 / CSS3	
MySQL		AI / ChatGPT		Vue.js	
jQuery		Bootstrap		REST APIs	

EXPERIENCE

09/2025 - Present

Lahore, Pakistan

Senior WordPress & Full Stack Developer

MarketAspex

- Own the full development stack—front-end, back-end, server infrastructure, and deployment—for all company web properties.
- Architect end-to-end WordPress solutions including custom themes, plugins, REST API integrations, and WooCommerce stores.
- Implement AI-powered automation workflows for content generation, lead capture, and marketing funnel optimization.
- Manage server-side configurations, database optimization, and CI/CD pipelines ensuring 99.9% uptime.

02/2022 - 07/2026

Lahore, Pakistan

Lead WordPress & Senior Front-end Developer

AlphaGeeks

- Served as the sole developer, independently managing the entire web development lifecycle across multiple concurrent projects.
- Built and maintained WordPress sites, handled server-side operations, deployments, and ongoing performance monitoring.
- Delivered pixel-perfect, responsive front-end experiences using modern JavaScript, CSS3, and WordPress block editor.
- Established development workflows, version control standards, and documentation as a one-person engineering team.

06/2024 - 08/2025

Lahore, Pakistan

Elementor & WordPress Specialist

Coresol Studio

- Solely responsible for designing and developing large-scale websites from concept to launch using Elementor Pro and custom WordPress.
- Built complex, conversion-optimized landing pages and multi-page sites with advanced Elementor widgets and custom CSS/JS.
- Delivered complete UI/UX design, wireframing, and front-end implementation for enterprise and SMB clients.
- Integrated third-party tools, payment gateways, and CRM systems to create fully functional business platforms.

06/2024 - 12/2024

Lahore, Pakistan

Senior WordPress Developer

CloudAllegiant

- Developed and maintained high-traffic WordPress websites with custom themes and advanced plugin architecture.
- Built AI-enhanced features including smart contact forms, automated email workflows, and chatbot integrations.
- Optimized site performance, security hardening, and caching strategies to improve Core Web Vitals scores.

05/2023 - 12/2023

Lahore, Pakistan

Senior Frontend & WordPress Developer

Tkxel

- Led end-to-end development of 15+ client websites, ensuring pixel-perfect UI and seamless UX across devices.
- Architected custom WordPress themes and plugins using PHP, ACF Pro, and REST APIs for enterprise clients.
- Integrated AI-powered content generation, smart search, and chatbot widgets using OpenAI API.
- Achieved 95+ Google PageSpeed scores through performance optimization and caching strategies.

11/2021 - 05/2023

Lahore, Pakistan

Senior WordPress & Front-end Developer

Computan

- Built and maintained a multi-tenant web platform serving small fleet logistics clients with custom WordPress architecture.
- Developed modular, reusable CSS/SASS systems at scale, reducing front-end development time by 30%.
- Created custom WordPress plugins for fleet management dashboards, reporting, and client portals.
- Integrated third-party APIs (payment gateways, mapping services, CRMs) into WordPress solutions.

01/2019 - 11/2021

Lahore, Pakistan

Senior WordPress & Front-end Developer

Synavos Solutions

- Implemented and maintained enterprise WordPress CMS installations including custom plugins and content types.
- Designed and executed CMS migration and upgrade plans for legacy systems to modern WordPress.
- Built landing pages, microsites, and marketing sites with PHP/HTML for demand generation.
- Partnered with SEO/SEM teams to optimize website architecture and structured data for organic growth.

01/2017 - 01/2018

Gujranwala, Pakistan

WordPress Developer

Buruj Solutions

- Developed custom WordPress and Joomla plugins to extend platform functionality for client projects.
- Built and customized WordPress themes to meet diverse client requirements and branding guidelines.

KEY PROJECTS & ACHIEVEMENTS

AI-Powered Content Platform: Integrated OpenAI GPT API into WordPress multisite for auto-generating SEO-optimized posts, reducing content production time by 60%.

Enterprise CMS Migration: Led migration of 50+ legacy websites to modern WordPress with custom themes, completing 2 weeks ahead of schedule.

Fleet Management Portal: Architected a WordPress-based SaaS dashboard for logistics clients with real-time tracking, reporting, and payment integration.

Performance Optimization: Improved average site load time from 4.2s to 1.1s across 20+ WordPress sites through caching, CDN, and code optimization.

AI Chatbot Integration: Deployed conversational AI chatbots on client WordPress sites using ChatGPT API, increasing lead conversion by 25%.

TOOLS & TECHNOLOGIES

CMS: WordPress, WooCommerce, Elementor, Gutenberg Block Editor, Joomla

Languages: PHP, JavaScript (ES6+), HTML5, CSS3/SASS, SQL

Frameworks: React.js, Vue.js, jQuery, Bootstrap, Tailwind CSS

AI & Automation: OpenAI API (GPT), AI-powered WordPress plugins, workflow automation, chatbot integration

DevOps: Git, GitHub, Bitbucket, cPanel, WP Engine, Docker, CI/CD pipelines

Design: Figma, Adobe XD, Jira, Trello, Slack, Agile/Scrum

EDUCATION

01/2012 - 01/2016

Lahore, Pakistan

Bachelor's of Science in Computer Science (BSCS)

University of Management and Technology