

ALI HAMZA

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Professional Summary

As a dedicated and skilled web developer, I specialize in building and optimizing e-commerce and dynamic websites, with strong proficiency in WordPress, Shopify, HTML, CSS, and JavaScript. I am a quick learner, adaptable, and a collaborative team player, always eager to embrace new challenges and contribute to a supportive environment. Having completed the 4th semester of my Bachelor's degree in Information Engineering with a GCPA of 3.46, I am keen to apply my technical skills and analytical insights to a dynamic team.

Skills

Web Development & E-commerce:

- **Platforms:** WordPress Development & Customization, Shopify Customization, WooCommerce Integration, PSD to WordPress Conversion, WordPress Plugins Customization
- **Frontend:** HTML, CSS, JavaScript, Bootstrap
- **SEO & Marketing:** Marketing Tags Configuration, SEO Panels Management, Technical SEO Issues Fixing

Programming Languages:

- Python
- C++
- C
- PHP

Tools:

- Git, GitHub

Experience

WordPress Developer | Lineup Digital | Present (Remote)

- Developed and maintained robust WordPress websites, ensuring optimal performance, security, and responsive design.
- Implemented custom WordPress themes and plugins to meet specific project

requirements and enhance functionality.

- Troubleshoot and resolved complex WordPress technical issues, improving site stability and user experience.
- Collaborated with cross-functional teams to align WordPress development solutions with business objectives.
- Managed marketing tags configuration and technical SEO fixes within the WordPress environment.

Freelance Web Developer | Self-Employed | Present

- Designed and developed responsive, user-friendly websites utilizing HTML, CSS, and JavaScript for diverse clientele.
- Customized WordPress themes and plugins to meet specific client requirements for business, educational, and e-commerce platforms.
- Built and optimized Shopify stores, managing product listings, UI styling, and implementing SEO best practices to enhance online presence and sales.
- Managed client relationships from conception to delivery, ensuring solutions were aligned with business goals.
- Utilized Git for version control and project tracking, maintaining efficient and organized development workflows.

Projects

Website & Application Development:

- **WordPress Car Carrier Services Business Site:** Developed a professional business website for a car carrier services company, focusing on clear service presentation and client engagement.
 - Site link: <https://olympiacarrierservices.com/>
- **Portfolio Website:** Designed and built a personal professional portfolio website using WordPress to showcase skills and projects.
 - Site link: <https://hamaza7867.github.io/Portfolio/>
- **Custom Hardware Store Management System (Karachi):** Developed a custom web application featuring product management, invoice generation, and invoice history tracking for a hardware store.
 - Site link: <https://alihamza835.github.io/AH-TECH/index.html>

E-commerce Platform Development:

- **Shopify Tech Gadgets Store:** Developed a comprehensive Shopify e-commerce store for a client, managing store setup, product catalog integration, and custom theme implementation for tech accessories.

- Site link: <https://www.gleamix.store/>
- **Shopify Dropshipping Store:** Created a Shopify-based dropshipping store, including product sourcing integration and automated order fulfillment systems.
 - Site link: <https://zelmora.store/>
- **HTML/CSS/JS E-commerce Site (Semester Project):** Independently developed a complete e-commerce website using HTML, CSS, and JavaScript as a university semester project, demonstrating foundational full-stack understanding.
 - Site link: <https://hamaza7867.github.io/E-commerce/>

Education

Bachelor in Information and Engineering Technology | The University of Lahore - Lahore

- Completed 4th semester
- GCPA: 3.46

Intermediate in Computer Science (ICS) | Board of Intermediate and Secondary Education Lahore

- Completed with C Grade (2020-2022)

Matriculation (Science Group) | Board of Intermediate and Secondary Education Lahore

- Completed with A+ Grade (2018-2020)

Language Proficiency

- English: Fluent
- Urdu: Native
- Punjabi: Native

Software & Tools

- Microsoft Office Suite
- Visual Studio
- Canva
- Figma
- Genesis Framework
- Elementor
- WooCommerce Customization

Professional Competencies

- Teamwork & Collaboration
- Adaptability & Flexibility
- Problem-Solving
- Proactive Learning
- Effective Communication
- Accountability