

ABDULLAH SAJID

CMS DEVELOPER

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Experienced CMS Developer with **2+ years** creating high-performance websites across **WordPress, Webflow, Shopify, Unbounce, ClickFunnels, HubSpot, and Wix**. Successfully delivered **60+ projects** spanning e-commerce, healthcare, SaaS landing pages, professional services, portfolio, and real estate websites. Proven expertise in converting Figma designs to pixel-perfect responsive builds, custom development, and performance optimization. Specialized in multi-CMS solutions with strong focus on SEO, user experience, and cross-platform compatibility.

AREA OF EXPERTISE

- **CMS Platforms:** WordPress, Webflow, HubSpot, Shopify, Unbounce, ClickFunnels, Wix
- **WordPress Development:** Elementor, Divi, Breakdance, WPBakery, ACF, plugin integration
- **Webflow Development:** Builder development, CMS collections, interactions and Custom Development
- **Design & Conversion:** Figma to CMS, responsive design, landing page optimization
- **SEO & Analytics:** Google Analytics, Google Tag Manager, schema markup, technical SEO
- **Performance & Testing:** GTMetrix, Lighthouse, cross-browser testing, mobile optimization
- **Quality Assurance:** Cross-platform testing & screen size validation (375px-1920px)
- **Project Management:** Jira, JSM, Confluence, Slack, Mattermost, Bitrix
- **Integrations & Automation:** Zapier, CRM systems, email marketing, payment gateways
- **Server & Hosting Management:** cPanel management, site transfers, domain migrations, DNS configuration, SSL setup

PROFESSIONAL EXPERIENCE

DevDimensions

Software Engineer

March, 2025 - Present

- **Delivered 15+ high-performance websites** across WordPress, Webflow, HubSpot, Unbounce, and ClickFunnels, achieving 100% on-time launches with strong client satisfaction.
- **Converted Figma prototypes into pixel-perfect** responsive builds, ensuring **90–100%** design accuracy.
- Engineered **custom features** and interactive elements in **HTML, CSS, and JavaScript**, improving user engagement and functionality for e-commerce and SaaS clients.
- **Optimized SEO performance (meta tags, schema, caching)**, boosting organic traffic by up to **30%** and improving search visibility across industries.
- Ensured cross-platform compatibility through rigorous QA testing on 4+ browsers and 6+ screen sizes (**375px, 425px, 768px, 1024px, 1366px, 1440px and 1920px**), achieving consistent UX across devices.
- Developed custom sections and components using HTML, CSS, and JavaScript to perfectly match Figma specifications when standard CMS features were insufficient.
- Integrated automations and analytics (**Zapier, CRMs, GTM**), streamlining workflows and enhancing marketing campaign efficiency.

Amna Inayat Medical & Educational Complex

Wordpress Developer

September 2024 - Feburary 2025

- Redesigned 3 institutional websites (aimec.edu.pk, salarims.edu.pk, scop.edu.pk), improving mobile responsiveness by 80% and user navigation.
- Integrated essential features including course catalogs, online admissions systems, and faculty profile sections.
- Developed contact forms and institutional content management systems to meet academic requirements.
- Implemented SEO optimization strategies, achieving improved search visibility and organic traffic growth.

4Dots Solutions

Wordpress | Shopify Developer

September 2023 - August 2024

- **Delivered 40+ WordPress** websites across diverse industries including personal portfolios, real estate, medical practices, and landing pages, maintaining 100% client satisfaction.
- Managed complete **website lifecycle** from **staging to live deployment**, including domain setup, hosting configuration, and seamless production launches.
- Implemented comprehensive security protocols, performance optimization, and ongoing maintenance services, **ensuring 99% uptime** across all client websites.
- Developed responsive WordPress builds using **Elementor, Divi, and custom CSS**, converting client requirements into functional, mobile-optimized websites.
- Configured WordPress installations with custom post types, **Advanced Custom Fields (ACF)**, and plugin integrations to meet specific business requirements.
- Built and customized **Shopify stores** with theme modifications, product catalog setup, and payment gateway integrations for e-commerce clients.
- Optimized **Shopify store performance and conversion rates** through checkout optimization, mobile responsiveness, and SEO configuration.
- Established **automated backup systems**, SSL certificates, and security hardening measures to protect client websites from vulnerabilities and data loss.

Ipsium Solutions

Wordpress Developer Internship

May 2022 - November 2022

- Promoted from Intern to **Associate WordPress Developer** within 6 months based on exceptional performance and technical growth.
- Developed responsive WordPress websites using **Elementor & WPBakery page builder**, HTML, CSS, and Bootstrap for diverse client requirements. Managed website hosting setup, domain transfers, and site maintenance for 20+ client websites with 100% deployment success rate.

EDUCATION

Bachelor in Computer Science

Superior University, Lahore

2020 - 2024

Intermediate in Computer Science

Government College Gulberg, Lahore

2018 - 2020