

HAMMAD KHAN

WordPress Developer | WooCommerce & Custom Theme/Plugin Development | Remote

Lahore, Pakistan • Remote (available across US / UK / UAE time zones) • +92 309 1981762 • hkworking12@gmail.com

Portfolio: hammadcraft.com

PROFESSIONAL SUMMARY

WordPress Developer with 2+ years of commercial experience building responsive, high-performance websites and WooCommerce stores for agency and remote clients. Hands-on with PHP-based custom theme and plugin development, Advanced Custom Fields (ACF), custom post types, Elementor, and WordPress REST API integrations. Delivers technical SEO, Core Web Vitals improvements, caching, and VPS-level security and uptime support. Additional full-stack experience with React, Next.js, Node.js, and Express for dashboards and e-commerce applications. Immediately available for fully remote WordPress Developer roles with asynchronous, international teams.

TECHNICAL SKILLS

WordPress & PHP: WordPress Core, PHP, Custom Theme Development, Child Themes, Custom Plugin Development, Hooks & Filters, Custom Post Types (CPT), Taxonomies, Advanced Custom Fields (ACF), Elementor, WPML, Yoast SEO, WP Rocket, WordPress REST API

E-Commerce: WooCommerce, Custom Product Types, Checkout Customization, Shipping Rules, Payment Gateway Integration, Catalogue Import Automation

Front-End: HTML5, CSS3, JavaScript (ES6+), jQuery, Responsive / Mobile-First Design, Bootstrap, Tailwind CSS

Full-Stack (Supporting): React.js, Next.js, Node.js, Express.js, REST API Integration, PostgreSQL, FastAPI (integration)

Databases & Performance: MySQL, Database Tuning, Caching, Lazy Loading, Core Web Vitals, Technical SEO, Schema Markup, XML Sitemaps, Google Search Console

Hosting, Security & Dev Tools: VPS, Ubuntu Server, cPanel, Plesk, HPanel, DNS, SSL, Website Security Hardening, Backups, Git / GitHub, Figma, VS Code, QA Testing

Automation & AI: n8n Workflow Automation, Generative AI Integration, Prompt Engineering, Power Automate

PROFESSIONAL EXPERIENCE

Associate Software Engineer (WordPress / Full-Stack) January 2025 – Present

Datics AI — Lahore, Pakistan

- Build custom WordPress websites with PHP-based themes/plugins, Elementor, and ACF, delivering responsive, brand-aligned front ends for client projects.
- Configure and extend WooCommerce stores, including custom product types, shipping rules, checkout flows, payment gateway integrations, and automated catalogue imports.
- Improve on-page and technical SEO across WordPress projects: schema markup, metadata, XML sitemaps, Core Web Vitals, caching, lazy loading, and database tuning.
- Develop supporting e-commerce platforms and admin dashboards using React.js / Next.js front ends and Node.js / Express REST API backends, including third-party service integrations.
- Collaborate asynchronously with stakeholders on requirements, QA, and production handoff to support remote-friendly delivery.

WordPress Developer (Contract) 2024

Fincorp — Lahore, Pakistan

- Developed and maintained WordPress sites for a financial-services client, including theme customization, plugin integration, and performance tuning in a high-traffic environment.
- Managed VPS hosting (cPanel, Plesk, HPanel, Ubuntu), including DNS and SSL configuration and security hardening (firewall rules, malware scans, backup protocols), supporting 99%+ uptime.

Freelance WordPress & SEO Developer 2023

Remote Clients — International

- Built SEO-focused WordPress content sites with clear information architecture, internal linking, and structured data (schema) to support organic search visibility.
- Implemented on-page and technical SEO foundations, including keyword-informed structure, metadata, and Search Console-ready setups, for multiple client sites.
- Automated repeatable publishing and workflow tasks with Power Automate to speed up content operations for remote clients.

KEY PROJECTS

AI Content Automation Pipeline — n8n + WordPress REST API

End-to-end workflow that generates, optimizes, and publishes SEO-targeted content to WordPress via the REST API; reduced content production time by approximately 70% using n8n and generative AI.

Full-Stack E-Commerce Platform — Next.js + Node.js + PostgreSQL

Custom e-commerce application with a Next.js storefront, Express/Node.js REST API, Stripe payment integration, and a product catalogue management dashboard.

Hammadcraft.com — Personal WordPress Portfolio

Self-built WordPress portfolio demonstrating custom theme development, Elementor layouts, on-page SEO, and WooCommerce integration.

EDUCATION

Bachelor of Business & Information Technology (BBIT) 2026 – Present

Virtual University of Pakistan

Web Development Bootcamp February 2023 – April 2023

ITU University

Intermediate — Computer Science (ICS) 2021 – 2023

Aspire College, Harbanspura

ADDITIONAL INFORMATION

- Languages: English (Professional Working Proficiency), Urdu (Native)
- Availability: Immediate start for fully remote WordPress Developer positions
- Collaboration: Experienced working asynchronously across US, UK, and UAE client time zones
- Focus Areas: WordPress ecosystem, WooCommerce delivery, site performance & security, workflow automation with AI tools