

# HAMMAD KHAN

WordPress Developer | PHP · Elementor · WooCommerce · ACF

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## PROFESSIONAL SUMMARY

WordPress Developer with 2 years delivering production sites and product features for agency and SaaS teams. Shipped 100+ live client websites from Figma to Elementor with reusable sections, responsive UX, and SEO-ready structure; extended WordPress with ACF, custom post types, PHP, and AJAX; configured WooCommerce catalogs, checkout, and payments. Also contribute full-stack features in NestJS, PostgreSQL, and React/TypeScript — including Stripe payments and role-based dashboards — at Datics AI.

## TECHNICAL SKILLS

|             |                                                                                                                                                                                   |
|-------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| WordPress   | WordPress Core, PHP, MySQL, Elementor / Elementor Pro, Gutenberg, ACF, Custom Post Types (CPT), Theme & Plugin Development, Child Themes, WooCommerce, Yoast SEO, WP Rocket, WPML |
| Front-End   | HTML5, CSS3, JavaScript (ES6+), jQuery, Bootstrap, Tailwind CSS, Responsive / Mobile-First Design, Figma-to-WordPress                                                             |
| Full-Stack  | React.js, Next.js, TypeScript, Node.js, NestJS, TypeORM, PostgreSQL, REST APIs, JWT, Role-Based Access Control (RBAC), Bull Queues, Socket.io, Stripe Checkout & Stripe Connect   |
| SEO & Perf  | On-Page SEO, Technical SEO, Schema Markup, Structured Data, Google Search Console, Core Web Vitals, Metadata, Image SEO, Internal Linking                                         |
| Ops & Tools | VPS, cPanel, Plesk, Ubuntu Server, DNS, SSL, Website Security, Git / GitHub, n8n, Power Automate                                                                                  |

## EXPERIENCE

### Associate Software Engineer

Jan 2025 – Present

Datics AI — Lahore, Pakistan · WordPress, WooCommerce & Full-Stack

- Delivered 40+ production WordPress sites as measured by live client launches by converting Figma designs into Elementor builds with reusable sections, responsive styling, and brand-accurate UI.
- Accelerated content publishing for marketing teams as measured by fully dynamic case-study templates by building ACF + CPT architecture with filterable archives, AJAX workflows, and client-side PDF generation.
- Launched WooCommerce storefronts as measured by production-ready catalogs and checkout by configuring products, shipping rules, payment gateways, and custom shop styling.
- Improved organic discoverability across client sites as measured by Search Console-ready pages by implementing schema markup, metadata, sitemaps, image SEO, and Core Web Vitals-focused performance work (caching, lazy loading).
- Shipped multi-role SaaS features as measured by live admin-to-member workflows by building NestJS / TypeORM / PostgreSQL APIs with JWT auth, Bull queues, React front ends, and Stripe Checkout & Connect.

### WordPress Developer

2024

Fincorp — Lahore, Pakistan

- Stabilized high-traffic WordPress properties for a financial-services client as measured by 99%+ uptime by managing VPS stacks (cPanel, Plesk, Ubuntu), DNS/SSL, backups, and security hardening.
- Reduced production friction for stakeholders as measured by faster content and feature turnaround by customizing themes, integrating plugins, and tuning performance in a live environment.

## Independent WordPress & SEO Developer

2022 – 2023

### Remote Clients

- Grew organic visibility for content sites as measured by stronger SERP presence by shipping keyword-focused WordPress architecture, internal linking, and structured data markup.
- Scaled off-page SEO delivery as measured by multi-client campaign throughput by automating Tier-2 link-building and Web 2.0 syndication with Power Automate.

## SELECTED PROJECTS

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### Datics Case Studies Platform — Custom WordPress

WordPress, PHP, ACF, CPT, Elementor Pro, AJAX, html2canvas, jsPDF

- Enabled filterable case-study discovery as measured by service/industry archive UX with URL-based filters, pagination, and transient caching by registering CPTs and ACF-driven single/archive templates.
- Increased lead-capture utility as measured by PDF-attached form submissions by wiring Elementor popup + Contact Form 7 with AJAX Media Library upload, rate limiting, and cleanup jobs.

### MarketVerse-AI — Figma → WordPress

Elementor Pro, Custom Widgets, On-Page SEO

- Converted approved Figma UI into a responsive production site as measured by brand-matched pages and lead forms by building custom Elementor sections/widgets and applying on-page SEO (headings, metadata, image optimization).

### Gym Management Platform — Full-Stack SaaS

NestJS, TypeORM, PostgreSQL, React, Material UI, Stripe, Socket.io

- Delivered a multi-role gym SaaS (Super Admin → Member) as measured by end-to-end web + PWA workflows by implementing NestJS APIs, JWT/RBAC, billing reports, QR login flows, and Socket.io training updates.
- Enabled paid memberships and gym payouts as measured by live plan checkout and revenue-share transfers by integrating Stripe Checkout and Stripe Connect.

### Flat World Partners — Full-Stack

React, TypeScript, TanStack Query, shadcn/ui, NestJS, PostgreSQL, CopilotKit

- Reduced fund research friction as measured by cross-entity global search with role-aware filters by shipping debounced React queries and NestJS endpoints across funds, people, and organizations.
- Shortened fund onboarding cycle as measured by draft save/resume and multi-step intake by building CRUD note modules and CopilotKit-assisted onboarding flows.

## LIVE WORDPRESS SITES

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- [360.datics.ai](#) — Shipped pixel-accurate Figma→Elementor build with reusable sections and responsive front-end fixes.
- [bjspawnshops.com](#) — Delivered production WordPress pages from supplied Figma with responsive, design-accurate layouts.
- [coasttechnology.com](#) — Built Elementor sections and SEO-friendly structure from Figma with UI refinements.
- [coastalcustomhomebuilding.com](#) — Launched conversion-focused service layouts from design references.

- [apexaddicts.com.au](https://apexaddicts.com.au) — Owned design + WooCommerce for an automotive store (products, shop UX, custom styling).
- [feeserinsurance.com](https://feeserinsurance.com) — Designed and developed insurance service pages with lead-gen sections and SEO structure.
- [creativeartsconnect.com](https://creativeartsconnect.com) — Delivered reusable Elementor sections with usability-focused responsive layouts.
- [wayfound.ie](https://wayfound.ie) — Ongoing legal-site redesign optimizing CTAs/forms/mobile while preserving URLs and SEO equity.

EDUCATION

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|--------------------------------------------------------------------|----------------|
| Web Development Bootcamp — ITU University                          | 2023           |
| Intermediate — Computer Science (ICS) — Aspire College Harbanspura | 2021 – 2023    |
| BBIT — Virtual University of Pakistan (In progress)                | 2026 – Present |

LANGUAGES

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English (Professional) · Urdu (Native)