

Zahida Mumtaz

WordPress & eCommerce Developer — Front-End Specialist

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LinkedIn: [linkedin.com/in/zahidamumtaz](https://www.linkedin.com/in/zahidamumtaz) **Portfolio:** voxxiweb.com

Location: Lahore, Punjab, Pakistan

Professional Summary

Results-driven WordPress & eCommerce Developer with 4+ years of freelance experience building high-performing, conversion-focused websites. Proven track record of delivering responsive, SEO-optimized solutions that drive user engagement and business growth. Strong foundation in computer science with Master's degree and continuous upskilling in modern web technologies. Expertise in full-stack development, UI/UX design, and digital marketing strategies.

Technical Skills

Programming & Web Development: WordPress, HTML5, CSS3, JavaScript, jQuery, PHP, SQL, Python

eCommerce Platforms: WooCommerce, Shopify, Custom eCommerce Solutions

Frontend Technologies: Responsive Design, Mobile-First Development, Cross-Browser Compatibility

Design & Tools: Adobe Photoshop, Canva, UI/UX Design, Branding, Figma

SEO & Marketing: On-Page SEO, Technical SEO, Content Strategy, Google Analytics, Social Media Marketing

Development Practices: Agile Methodologies, Version Control (Git), Performance Optimization, Security Best Practices

Additional: Full-Stack Web Development, Backend Development, API Integration, Database Management

Professional Experience

WordPress Developer

March 2023 – Present

Fiverr (Freelance Platform)

Lahore, Pakistan

- Developed 50+ custom WordPress websites for clients across diverse industries, achieving 95% client satisfaction rate
- Engineered responsive, mobile-first interfaces that improved mobile user engagement by 40%
- Implemented advanced SEO strategies resulting in average 60% increase in organic traffic for client websites
- Optimized website performance through code minimization, caching, and CDN integration, reducing load times by up to 50%
- Integrated third-party APIs and custom plugins to extend functionality and meet specific business requirements
- Maintained ongoing client relationships through proactive maintenance, security updates, and feature enhancements

eCommerce Specialist

January 2019 – Present

Self-Employed (Freelance)

Lahore, Pakistan

- Built and optimized 30+ conversion-focused eCommerce stores using WooCommerce and custom solutions
- Designed and implemented user-centric shopping experiences that increased average conversion rates by 25%
- Developed custom checkout flows and payment gateway integrations to reduce cart abandonment
- Created comprehensive branding and graphic design assets to strengthen client online presence and brand identity
- Executed data-driven digital marketing campaigns across social media platforms, driving measurable ROI
- Provided end-to-end project management from requirements gathering to deployment and post-launch support

Key Projects & Achievements

- **High-Performance eCommerce Platform:** Architected scalable WooCommerce solution handling 10,000+ monthly transactions with 99.9% uptime
- **SEO Success Story:** Achieved page-one Google rankings for competitive keywords, increasing organic traffic by 150% within 6 months
- **UI/UX Innovation:** Redesigned client website interface resulting in 35% reduction in bounce rate and 45% increase in session duration
- **Security Implementation:** Deployed robust security measures including SSL, firewalls, and malware protection across all client projects

Education

Master of Science in Computer Science (MSCS)

Virtual University of Pakistan

Expected Graduation

Lahore, Pakistan

Master in Computer Science (MCS)

Virtual University of Pakistan

Completed

Lahore, Pakistan

Professional Certifications & Training:

- Full-Stack Web Development – Webeducatorz (6-month intensive program, Sept 2024 – Mar 2025)
- Professional Backend Development with Python – Webeducatorz
- Blog to Bank: Blogging Mastery – Webeducatorz

Additional Information

Languages: English (Professional), Urdu (Native)

Core Strengths: Problem-solving, Client Communication, Self-motivated Learning, Agile Adaptation, Cross-functional Collaboration