

NOOR-UL-AIN AFZAL

CMS Developer | E-Commerce Web Developer

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PROFESSIONAL SUMMARY

Results-driven CMS & E-Commerce Developer with hands-on experience building, customizing, and optimizing high-performance websites and end-to-end e-commerce stores on WordPress (WooCommerce), Wix, and Squarespace. Delivered 50+ successful projects across diverse industries, including custom plugin development, payment gateway integration, technical SEO, and conversion rate optimization. Passionate about delivering scalable, mobile-responsive digital products that drive measurable business results.

KEY HIGHLIGHTS

✓ 50+ Projects Delivered	✓ 10+ Full E-Commerce Stores	✓ 20+ Custom WordPress Plugins
✓ 40% Avg Site Speed Improvement	✓ 5+ Brand SEO Strategies Managed	✓ Multiple Payment Gateways Integrated

WORK EXPERIENCE

Website Developer — Matrics

Oct 2024 – Present | Karachi, Pakistan

- Develop full-featured WooCommerce & Squarespace Commerce stores with payment gateway integration (Stripe, PayPal), product catalog setup, and checkout optimization.
- Build responsive WordPress, Wix & Squarespace websites focused on Core Web Vitals, SEO architecture, and cross-device compatibility.
- Create custom WordPress plugins, child themes & ACF solutions tailored to complex client requirements; delivered 20+ custom plugins to date.
- Implement technical SEO: schema markup, XML sitemaps, meta tags, Google Search Console & Analytics configuration, contributing to 40% average site speed improvement.
- Collaborate with clients, designers & PMs to deliver conversion-driven web solutions on schedule, accumulating 50+ completed projects.

Website Development Intern — Matrics

Aug 2024 – Oct 2024 | Karachi, Pakistan

- Assisted in building responsive WordPress websites; contributed to layout, theme customization & content structuring.
- Set up WooCommerce stores including product uploads, shipping rules, and payment integration.
- Resolved plugin conflicts and optimized existing sites, reducing load times significantly.

Graphic Designer — Printoflex

2024 | Karachi, Pakistan

- Designed social media content, banners & marketing materials for brand promotion and audience engagement.
- Managed client briefs and coordinated campaigns to deliver tailored creative solutions.

TECHNICAL SKILLS

E-COMMERCE EXPERTISE

- ◆ End-to-end WooCommerce & Squarespace Commerce store setup
- ◆ Payment gateways: Stripe, PayPal & local integrations

- ◆ Product catalog, variants, SKU & inventory management
- ◆ Shipping, tax, discounts & coupon configuration
- ◆ CRO strategies & cart abandonment optimization
- ◆ E-commerce SEO: product schema, structured data, keyword strategy
- ◆ Performance optimization: Core Web Vitals, lazy loading, caching
- ◆ Mobile-first responsive design across all major devices
- ◆ Third-party API integrations & webhook configurations

EDUCATION

B.Sc. Computer Science

PAF-KIET University | 2021–2024

Intermediate & Matriculation

Karachi | Intermediate: 2020 | Matric (SGHS): 2018

INTERESTS & SOFT SKILLS

Personal Interests

Fitness • Gaming • Traveling • Music • Problem-Solving

Core Soft Skills

Client Communication • Cross-Team Collaboration • Time Management • Attention to Detail • Adaptability

CORE COMPETENCIES

WordPress Development • WooCommerce • Shopify • Squarespace Commerce • Custom Plugin Development • PHP Development • JavaScript • HTML5 / CSS3 • Elementor • Divi Builder • ACF • Technical SEO • On-Page SEO • Yoast SEO • Google Analytics • Google Search Console • Schema Markup • Core Web Vitals • Page Speed Optimization • Stripe Integration • PayPal Integration • Responsive Web Design • Mobile-First Development • Git • cPanel • MySQL • Figma • Canva • Conversion Rate Optimization • E-Commerce Strategy