

SHAHZAD FAROOQI

WordPress & Shopify Developer | Vibe Coder

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PROFESSIONAL SUMMARY

Creative and results-driven WordPress and Shopify Developer with 4+ years of freelance experience delivering high-quality websites for national and international clients. Skilled in WordPress development, Elementor Pro, WooCommerce store setup, Shopify (including B2B and wholesale configuration), website speed optimization, and developing custom WordPress plugins using Vibe Coding. Currently pursuing a Bachelor's in Information Technology while mentoring students and building innovative, scalable, and performance-focused web solutions.

TECHNICAL SKILLS

WordPress Development	Elementor Pro	WooCommerce	Vibe Coding
Plugin Development	Speed Optimization	HTML / CSS	ACF
Bug Fix & Support	Theme Customization	Shopify	Shopify Liquid
Shopify B2B / Wholesale Setup	Custom Pricing & Discount Logic	Customer Segmentation	

EDUCATION

Intermediate in Computer Science (ICS)

2020 – 2022

Aspire College

- Gained foundational knowledge in programming, technology, and analytical skills.
- Laid the groundwork for a career in web development and technology.

WordPress Training

2022 – 2023

IDM Pakistan

- Certified WordPress Developer from IDM Pakistan with hands-on experience in WordPress website design, customization, and WooCommerce development.

Bachelor of Science in Information Technology

2024 – Present

Islamia University of Bahawalpur — Bahawalpur, Pakistan

- Relevant Coursework: Data Structures, Software Design, Internet of Things, Embedded Systems.
- Major: Computer and Programming.

PROFESSIONAL EXPERIENCE

Shopify Developer (Freelance)

Apr 2026 – Present

Attari Herbal Products — attariherbal.com

- Built and customized a Shopify store on the Dawn theme using Liquid to match client branding and requirements.
- Implemented wholesale and tiered pricing with a bulk discount structure for high-volume buyers.
- Configured customer segmentation and tagging to identify and manage wholesale buyers.
- Set up B2B company accounts and a dedicated wholesale catalog.
- Prepared setup documentation and an admin walkthrough to enable independent store management by the client.

WordPress Developer — Real Estate Project

2023 – 2024

Team VK Realtors — Canada (Remote)

- Managed NewHomesSource.ca WordPress project, enhancing website performance and lead generation.
- Implemented digital marketing strategies to drive traffic and improve conversion rates.
- Handled ongoing website maintenance, bug fixes, and plugin updates.

Freelance Web Developer

2023 – Present

WordPress, WooCommerce & Shopify — National & International Clients

- Delivered 4+ years of freelance web development experience with multiple agencies worldwide.
- Built and customized WooCommerce stores including product setup, payment gateways, and checkout optimization.
- Designed and launched Shopify stores tailored for small businesses and online sellers.
- Created the SF Timeline Plugin — a custom Elementor addon using Vibe Coding for customizable responsive timelines.

Senior WordPress Developer (Remote)

2024 – Present

Moiz Tech Hub — WordPress Development & Client Projects

- Working as a Senior WordPress Developer, developing and maintaining responsive WordPress websites for business clients.
- Customized Elementor-based layouts, themes, plugins, and WooCommerce features according to client requirements.
- Handled website speed optimization, bug fixes, plugin updates, security checks, and ongoing maintenance.
- Supported project delivery by solving WordPress-related technical issues and improving overall website performance.

WordPress Developer (Remote)

2024 – 2025

Advibe Digital Marketing Agency — Dubai

- Developed, optimized, and maintained WordPress websites for clients, ensuring high performance and user engagement.
- Collaborated with the agency team to deliver responsive, pixel-perfect designs using Elementor Pro.
- Improved website speed and Core Web Vitals through performance optimization techniques.

WordPress Mentor

2024 – Present

Independent — Teaching Students

- Mentored students in WordPress development, covering Elementor, WooCommerce, and theme customization.
- Guided learners through real-world projects to develop job-ready web development skills.

WordPress Developer (Remote / Project-Based)

Feb 2026 – Present

AI SEO Fusion — SEO Agency Website Projects

- Working remotely on monthly project-based WordPress tasks for SEO-focused client websites.
- Fixed website bugs, layout issues, plugin conflicts, and technical problems before SEO implementation.
- Improved website speed, performance, and Core Web Vitals through optimization techniques.
- Added and customized website sections, features, and design updates according to SEO expert requirements.

KEY PROJECTS

SF Timeline Plugin (Elementor Addon)

Feb 2026

Creator & Developer

- Developed a custom WordPress plugin as an Elementor addon using Vibe Coding.
- Allows users to create fully customizable, responsive timeline layouts directly in Elementor.
- Published and actively used on shahzadfarooqi.com.

SF Product Carousel Plugin

Mar 2026

Creator & Developer

- Developed a custom WooCommerce product carousel plugin using Vibe Coding for a client project.
- Allows users to display products in a fully customizable carousel with category-based product selection.
- Added options to control the number of products, products per slide, and carousel layout settings.
- Built a responsive and user-friendly product display solution for WooCommerce stores.

SERVICES OFFERED

- WordPress Development — Custom websites built with clean structure, responsive design, and scalability.
- Elementor Pro Design — Pixel-perfect layouts and animations for a modern, professional look.
- WooCommerce Store Setup — Full e-commerce setup including products, payment gateways, and checkout flow.
- Speed Optimization — Improve Core Web Vitals, load times, and overall website performance.
- Bug Fix & Support — Quick fixes for WordPress, Elementor, CSS bugs, and plugin conflicts.