

Senior WordPress Developer | AI-Native Product Builder | Automation & Business Systems Specialist

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SUMMARY

AI-native WordPress Developer and Product Builder with hands-on experience creating modern websites, business dashboards, internal systems, WooCommerce platforms, and automation-driven workflows. Specialized in rapidly transforming business requirements into production-ready digital systems using WordPress, Elementor, WooCommerce, AI tools, FlutterFlow, APIs, and modern SaaS-style UI/UX approaches. Experienced in handling complete project lifecycles including:

- UI/UX implementation
- Client communication
- System architecture
- Performance optimization
- Business workflow automation
- Admin dashboards
- AI-assisted development
- Hosting and deployment

Strong ability to independently execute complex projects with minimal supervision.

Senior Freelance WordPress Developer

Self-Employed | Remote | Present

- Designed, developed, and maintained custom WordPress websites for start-ups, agencies, and established businesses.
- Built high-converting WooCommerce stores with optimized checkout flows and improved customer journeys.
- Customized themes and plugins using PHP, HTML, CSS, JavaScript, and WordPress best practices.
- Developed dynamic websites using ACF, custom post types, reusable templates, and scalable content structures.
- Improved website speed, Core Web Vitals, SEO structure, and mobile responsiveness across multiple projects.
- Managed website migrations, hosting setup, SSL, DNS, backups, and server-level troubleshooting.
- Performed debugging, malware clean-up, security hardening, and regular maintenance for client websites.
- Integrated CRMs, APIs, forms, payment gateways, and third-party business tools
- Delivered projects under tight deadlines while maintaining quality and long-term maintainability.

Managing Director

Digital Agency | Remote | 2022-2025

- Helped build and scaled a web development and digital marketing agency serving clients in USA and Canada.
- Generated consistent qualified leads using Meta Ads and conversion-focused marketing funnels.
- Managed complete client lifecycle including proposals, onboarding, strategy, delivery, and support.
- Led development of WordPress websites, redesign projects, and business growth solutions.
- Coordinated project timelines, client communication, and performance optimization strategies.

CORE SKILLS

Website Development

- WordPress Development
- Theme Development & Customization
- Plugin Development & Modification
- WooCommerce Setup & Optimization
- Elementor Pro & Gutenberg Block Editor
- ACF (Advanced Custom Fields)
- CPTs (Custom Post Types)
- Cross Responsiveness
- Template Customization
- Figma to WordPress
- Hosting, Email, SSL, cPanel, DNS Setup
- REST API, API Setup & Integrations
- On-Page SEO, Backups, Migration

Modern Tools, AI-Assisted Development

- Vibe Coding, Lovable, Base44
- ChatGPT Workflows
- AI Prompt Engineering
- Rapid Prototyping
- AI-Assisted Debugging
- AI Content Structuring
- Automation Workflows
- Productivity Systems
- Webflow, FlutterFlow, Wix, Squarespace, Shopify
- Agentic AI tools, Claude, Code, Cursor AI
- Zapier, Make, Automation Tools
- Meta Ads, Canva, Lead Research
- Strong Problem Solving