

# UMMAY AIMAN

## ABRAR

WordPress Web Developer

### CONTACT

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### LANGUAGES

English — Fluent  
Urdu — Native  
Pashto — Native

### CORE SKILLS

WordPress ■■■■■■  
Elementor ■■■■■■  
WPBakery ■■■■□  
WooCommerce ■■■■■■  
ACF Pro / Blocks ■■■■□  
HTML / CSS ■■■■■■  
SEO Optimization ■■■■□  
Site Security & Speed ■■■■□  
Server / cPanel ■■■■□  
Python ■■■■□  
C++ ■■■■□  
Photoshop / Canva ■■■■□

### PORTFOLIO

wealthpillar.ca  
smartmoneyai.co.uk  
innoexpo.net  
www.aliitl.com  
crownspa.pk  
www.nhbehavioral.com  
haiderboards.com  
schsl.pk  
+ 8 more projects

### PROFILE

Results-driven WordPress Web Developer with 9 years of experience designing, developing, and optimizing high-performance business websites for clients across Pakistan, Canada, the UK, and the US. Skilled in WordPress theme and plugin customization, Elementor and WPBakery page building, WooCommerce, ACF Pro, and custom HTML/CSS development. Strong focus on responsive design, UX, SEO optimization, website security, and performance tuning, with experience integrating third-party APIs and managing server/hosting environments. Currently completing an MS in Data Science, bringing an analytical, detail-oriented approach to web development. Comfortable working independently with international clients and adapting quickly to Dutch and EU-based teams.

### WORK EXPERIENCE

#### Freelance WordPress Developer — *Freelancer.com*

Remote | Feb 2025 – Present

- Deliver custom WordPress and WooCommerce websites for international clients sourced through the Freelancer.com platform.
- Manage end-to-end projects independently, from requirements gathering and design to development, deployment, and post-launch support.

#### WordPress Developer — *Zippy Ecom Solutions Pvt Ltd*

Rawalpindi, Pakistan | Jan 2024 – Feb 2025

- Built and maintained WordPress/WooCommerce websites for e-commerce clients.
- Customized themes and plugins to meet client-specific functional and design requirements.

#### WordPress Developer — *Corammers*

Rawalpindi, Pakistan | Jan 2023 – Mar 2024

- Developed and maintained client websites, ensuring responsive design and cross-browser compatibility.
- Handled ongoing site maintenance, updates, and troubleshooting.

#### WordPress Developer — *DigitalCrawl*

Rawalpindi, Pakistan | Dec 2022 – Dec 2023

- Delivered custom WordPress builds using Elementor and WPBakery.
- Optimized website speed and implemented on-page SEO best practices.

#### WordPress Developer — *Digital Axio*

Islamabad, Pakistan | Mar 2022 – Dec 2022

- Designed and developed WordPress websites for a range of business clients.
- Implemented security hardening and performance optimization measures.

#### WordPress Developer — *Nxtgen Websites*

Islamabad, Pakistan | Mar 2022 – Dec 2022

- Built responsive WordPress sites from design mockups to fully functional builds.
- Integrated third-party APIs and custom plugin functionality.

#### WordPress Developer — *Sina Institute of Technology*

Islamabad, Pakistan | Dec 2021 – Mar 2022

- Developed and maintained the institute's WordPress-based website.
- Managed content updates, hosting, and site performance.

#### WordPress Developer — *Gap Dynamics*

Rawalpindi, Pakistan | Jun 2021 – Sep 2022

- Delivered custom WordPress websites and ongoing client support.
- Handled theme customization and WooCommerce store setup.

### WordPress Developer — *Mediaverx*

Rawalpindi, Pakistan | Nov 2021 – Nov 2022

- Built and customized WordPress websites for client projects.
- Ensured cross-device responsiveness and UX consistency.

### WordPress Developer — *Dflox Solution*

Rawalpindi, Pakistan | Dec 2020 – Nov 2021

- Developed WordPress websites and provided ongoing technical support.
- Customized themes and plugins to meet client specifications.

### WordPress Developer — *PNCA (Pakistan National Council of the Arts)*

Islamabad, Pakistan | Nov 2018 – Dec 2020

- Managed and maintained the organization's WordPress website.
- Handled content updates, security, and performance monitoring.

## EDUCATION

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### Master of Science, Data Science

Shaheed Zulfiqar Ali Bhutto University (SZABIST), Islamabad, Pakistan | Sep 2024 – Present

### Bachelor of Science, Computer Science

Sarhad University of Science and Information Technology, Islamabad, Pakistan | Aug 2018 – Sep 2022

### Intermediate, Computer Science

Leadership College of Networking, Rawalpindi, Pakistan | Jun 2015 – Jul 2016

### Matric, Science

New Faisal Model High School, Rawalpindi, Pakistan | Mar 2012 – Mar 2013